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ZANESVILLE

and 36 other

American Communities



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ZANESVILLE
and 36 other
American Communities

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EDITED BY RICHARD J. WALSH
DESIGNED AND PRINTED BY CURRIER & HARFORD LTD · NEW YORK
DECORATIONS AND CHARTS BY W. D. TEAGUE

FOREWORD

WHAT *is the American home really like today?*

Is it true, as rumored, that "everybody has an automobile"? Has the radio become as widely distributed as the telephone? Does "everybody" go away on vacations? How many homes have servants? How many have charge accounts, how many own stocks and bonds? Do we all, nowadays, eat canned and packaged foods?

Such questions as these are important in the forming of social and business judgments.

Those engaged in selling and advertising are accustomed to make use of the best available knowledge of market conditions. They are constantly demanding more and better knowledge.

That was the purpose of the survey which is described in this book. It was made, at the instance of The Literary Digest, in order to increase the existing store of information about the character and equipment of the American home.

It is, as far as we know, the most recent study of its kind.

Trained and supervised staff reporters called in person at thousands of homes and secured the unprecedented number of 11,232 interviews, in thirty-seven cities and towns ranging from Bangor, Maine, to San Bernardino, California. In one city, Zanesville, Ohio, every home was visited and interviews were successfully obtained at 68.4 percent of them—the first time to our knowledge that a single community of such size has ever been analyzed thoroughly.

The questions asked and answered are shown in the questionnaire, which is reproduced on pages 18-19.

It is the belief of R. O. Eastman, Incorporated, who prepared the questionnaire and made this investigation, as well as many previous investigations, that the interviews draw a fair cross-section of the composite market represented by this group of cities, and therefore of the country as a whole.

A central motive of the inquiry, although by no means its sole purpose, was to examine the evidence supporting the statement which has often been made by The Digest—that the residence telephone is a reliable index of the buying power and buying disposition of American markets.

The homes were selected without any consideration of whether they were or were not equipped with telephones. Beyond recording the telephone as one of the

many items of equipment, no special attention was given to this aspect of the investigation until the final tabulations were undertaken.

This survey demonstrates that when you cultivate the homes having telephones you are reaching the great majority of the buyers of advertised commodities. Now for the first time this fact is open to proof by statistics gathered in the field and so assembled that comparisons are possible.

In detail, this book indicates the relative degrees to which various commodities have been absorbed, and the potential sales opportunities which still exist. For this reason it should reward the attentive study of manufacturers, merchants, advertising men and salesmen, as well as of others who are interested in the material well-being and progress of the United States.

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ZANESVILLE
and 36 other
American Communities

PART ONE

I

IS THERE A TYPICAL AMERICAN CITY?

IT is the common custom to discuss types. Typical characters and typical places are recognized by the conventions of the stage, the comic papers, the story tellers. Yet we know that there is no such thing as a typical banker or a typical salesman or a typical human being of any sort. Similarly we must concede, when faced with the question, that there is no such thing as a typical city. Every place has its peculiarities of location, natural endowment, occupations and trend of thought.

The human mind, however, can not think clearly about a large miscellany. It wants to reduce its problem to simpler terms. In mathematics it finds the least common denominator. In social studies it seeks what it calls the type. What it really means, however, is the *mean*—that person or place that closely represents the average of all others, being equally removed from the extremes and as near as possible to what appears to be the normal.

Conceding, then, that no city can be typical of America, we may for convenience refer to the *average city*.

Most of us at one time or another have said, "Oh, it's just an average American town."

If there is in reality such a thing as an average American town, then every element which goes to make up the life of its inhabitants is of vital importance to all manufacturers, to all distributors of merchandise, to all advertising men, to all students of industrial and economic problems. For a national market is merely an enlargement of such an average community. If it is possible to find out what the inhabitants of the average American town eat, what they wear, how they spend their money, where they seek pleasure, how they study to advance themselves, then we are much nearer to a solution of the answers to these questions when they are applied to our whole nation.

It was early in 1925 that *The Digest* was prompted to consider this generalization, "the average American town." The problem was first to find a community which most nearly approached this generalization and then to study it by every available process of analysis.

How shall an average city be chosen?

The first criterion is size. It must be a community large enough to be independent, and to have its own active and constant relations with the rest of the world. It must also be small enough to possess a definite local character and to inspire that loyalty to the home town which is an American characteristic. A place of 10,000 would be too small; a place of 100,000 would be too large. The former tends to be dependent upon its greater neighbors, or to be somewhat isolated; the latter tends to break up into distinct and diverse districts. These and other considerations led to the conclusion that the average American community is one having a population of about 25,000. There are 138 cities in the United States of more than 20,000 and less than 35,000 population. Most of them are active trading centers, drawing custom from the surrounding territories, and sending out salesmen from their jobbing houses. They are compact, so that their citizens know them well and have many interests in common.

Next after size, comes the consideration of location. A city on the coast of either ocean or of the Great Lakes would not represent the normal, because it has special interests. Neither would a

mountain city, or any other far from the beaten paths of trade and travel. Obviously, we shall do well to look toward the geographical center of population. This takes us to the Middle West, which has been traditionally cited as representative of the great average of America. Ohio, Indiana, Illinois—in these three states there are many cities of about 25,000. We may properly narrow the choice to these States.

The third test, that of local character, imposes severe limitations. Obviously, we must not select a place which is dominated by a single interest. A college town would be deceptive because of its exceptional number of people interested in cultural subjects. A city overshadowed by a single great industrial plant, or by railway shops and offices, or one strongly influenced by mining or agriculture in the surrounding country, would lack variety of occupations. We must not have a boom town or, on the other hand, a town going to seed. It must not be new and raw, neither must it be resting upon its laurels. It must be a city which struck its stride long ago and has settled down to a steady pace, no longer changing suddenly, and yet by no means static.

Such a city would best represent the average of

America. By visiting the homes in such a city, we might obtain the fairest picture of American homes. We should not be guilty of citing the exceptional in prosperity, in activity, in intelligence, in recent growth or future hope.

By these tests the choice was finally directed to Zanesville, Ohio, and there the survey was made. Later chapters will describe Zanesville in some detail.

Still recognizing, however, that there is no typical city, and that even an average city thus carefully chosen could not be accepted as fully representative, the survey was extended to include an even greater number of homes in thirty-six other cities and towns, of all sizes, scattered throughout the country.

Every chart or table in this book, giving the results of the Zanesville inquiry, is paralleled by a similar chart or table showing the answers obtained in the thirty-six other cities. Zanesville, in which 68% of all the families were interviewed, is a separate and distinct entity throughout and its percentages are not included in the average for the other thirty-six cities. Thus important comparisons are made possible.

A. CLASSIFICATION		B. TYPE OF HOME:		23. Has party a summer home, cottage or camp: (a) R		24Y
1. Name:		11. Class of home (with reference to community): (i)		Yes		241
2. Address:		A.	126	No.		242
		B.	127			
		C.	128	C. BUYING HABITS:		
		D.	129	24. Number charge accounts maintained: (d)		25-
3. Interview with: (a)		12. House or apartment: (a) R	13Y			
Man of house	30	House	130			
Wife	31	Apartment	131	25. Proportion of foods, supplies, etc., purchased by telephone: (cf)		26-
Son	32					
Daughter	33	13. Home owned or rented: (a) R	132			
Servant	34	Owned	133			
Other member of family	35	Rented	134			
4. Telephone in home: (a)		14. If home owned, who directed erection: R	135			
Yes	36	Present owner directed		26. General buying disposition, with reference to home equipment and supplies: (a)	R	27Y
No	38	Contractor	136	Excellent		271
5. Number in household: (d)		Bought from real estate operator	137	Good		272
a. Adults	4-	Bought from construction company	138	Fair		273
b. Children under 15	6-	Bought from previous owner	139	Poor		274
c. Servants	6-	15. If home owned, estimated value: (heo) R	14Y	D. EQUIPMENT OF HOME:		
d. Total	7-	\$	14-	27. Automobiles owned:		
6. Number of income producers in household: (d)	8-		15-	a. Number: (d)		28-
7. Vocation of head of household: (a) R	9Y	16. Number of rooms: (d)	16-	b. Make or makes: (hb)		29-
Executive	90	17. Number of bathrooms: (d)	17-			30-
Professional	91	18. If not apartment, construction of building: (haa) R	176	28. Home conveniences: (gb) R		31Y
Merchant	92	Brick	177	Electricity		311
Public Service	93	Wood	178	Gas		312
Sub-executive	94	Stucco, stone, etc.	179	Running water		313
Clerical	95	19. Age of the home (how long has family been keeping house): (d) Yrs.	18-	Plumbing system		314
Salesmen and trav. executives	96		19	Iceless refrigeration		315
Skilled craftsmen and artisans	97	20. Age of housewife: (i) R	20Y	Home lighting plant		316
Skilled labor	98	Under 25	201	Home water plant		317
Unskilled labor	99	25 to 35	202	None		318
Miscellaneous	9X	35 to 50	203	29. Heating equipments: (gb) R		32Y
8. Kind of business of head of household: (wy)		Over 50	204	Electric stoves		320
9. Estimated income of family: (cio) R	10Y	21. Length of residence in this home: (d) Yrs.	21-	Gas stoves (for heating)		321
\$	10-		22	Coal or wood stoves		322
10. Servants employed: (b) R	11Y	22. Upkeep of home: (i) R	22Y	Oil stoves		323
More than one regularly	121	a. Exterior and grounds	220	Furnace:		
One regularly	122	Excellent	221	Hot air		324
One part time	123	Good	222	Hot water, steam, or vapor		325
Laundress	124	Fair	223	Gas		326
Other help	125	Poor	224	Oil burner		327
None	126	b. Interior	225	Electric		328
		Excellent	226	Fireplaces		329
		Good	227	Cabinet heater		330
		Fair	228	30. Cooking equipments: (gb) R		33Y
		Poor	229	Gas range		330
				Combination range		331
				Coal or wood range		332
				Electric range		333
				Oil stove		334
				Fireless cooker		335

These two pages show the questionnaire used in the investigation in the 37 cities visited.

Trained staff reporters after obtaining personal interviews filed reports upon 11,232 homes.

II

A CROSS-SECTION OF THE UNITED STATES

IN choosing cities and towns in which to make partial surveys for the purpose of checking against the complete survey in the single city of Zanesville, it was necessary again to avoid the extreme and the abnormal.

A large body of previous knowledge was fortunately available. The organization to which the survey was entrusted, R. O. Eastman, Incorporated, had had long and wide experience in such work. The advice of this organization was accepted. Their report states: "Selection of the individual towns, and of the homes within those towns was left entirely in our hands."

They chose the towns with a view of covering:

- (a) various population groupings
- (b) all sections of the country
- (c) different strata of the population

The places covered and the interviews obtained in each, were as follows:

NUMBER OF HOMES INTERVIEWED BY
POPULATION GROUPS

<i>Towns over 500,000</i>	<i>Homes Interviewed</i>
Philadelphia, Pa.	436
St. Louis, Mo.	654

<i>Towns 100,000 to 500,000</i>	
Atlanta, Ga.	526
Portland, Ore.	261
Nashville, Tenn.	301
Dayton, Ohio.	197
Fort Worth, Tex.	303

<i>Towns 50,000 to 100,000</i>	
Rockford, Ill.	155
Wichita, Kan.	150
Lansing, Mich.	96
Erie, Pa.	175
Evansville, Ind.	130
Schenectady, N. Y.	145

<i>Towns 25,000 to 50,000</i>	
Oshkosh, Wis.	161
Springfield, Mo.	151
Fresno, Cal.	135
Bangor, Me.	73
Muskogee, Okla.	153



VALUE	Number	Per Cent	Telephone Homes Per Cent	Non-Telephone Homes—Per Cent
\$ 1,000 - \$ 4,000	557	12.9	49.6	50.4
\$ 4,500 - \$ 6,000	1162	26.9	61.1	38.9
\$ 6,500 - \$ 8,000	1061	24.6	79.5	20.5
\$ 8,500 - \$12,000	948	22.0	90.0	10.0
\$12,500 - \$20,000	363	8.4	96.1	3.9
OVER \$20,000	226	5.2	100.0	—
<i>Total</i>	4317			
WEIGHTED AVERAGES	\$8,671		\$9,932	\$6,450

VALUES OF HOMES *in 36 Cities*

<i>Towns 25,000 to 50,000—(Continued)</i>	<i>Homes Interviewed</i>
Elmira, N. Y.	145
New London, Conn.	124
Muncie, Ind.	109
Raleigh, N. C.	106
Waterloo, Iowa	159
Zanesville, Ohio.	4596

Towns under 25,000

Yakima, Wash.	109
San Bernardino, Cal.	109
Mankato, Minn.	159
Charlottesville, Va.	93
Salamanca, N. Y.	175
Benton Harbor, Mich.	135
Centralia, Ill.	138
Ada, Okla.	150
Oskaloosa, Iowa	196
Rutland, Vt.	152
Anderson, S. C.	112
Greenfield, Mass.	125
Santa Cruz, Cal.	138

Total 11,232

From one to four unit weeks, of six days each,
were spent in each of these cities and towns.

The homes visited were chosen at random, that is, without previous knowledge of them or of the districts in which they were located, with the single exception that the less prosperous section of each community was given less attention than those containing the middle class of houses. For this reason the results generally show a larger use and consumption of high grade products in the 36 cities than in Zanesville, where the poorer homes were covered as thoroughly as the better ones.

In each place a sufficient number of homes were visited to assure, in the opinion of the investigators, a representative showing for a city of that size and location.

III

AN UNBIASED INVESTIGATION

No special interest of The Literary Digest was permitted to influence in any way the conduct of this survey. The object was pure research.

A contribution of much-needed information to the entire field of advertising and selling, and if possible to the even broader field of social study, was intended. To have lessened this contribution by confining this investigation to Digest subscribers or to facts favoring The Digest would have been not only to betray the spirit of research but also to defeat The Digest itself by making the report too narrow.

R.O. Eastman, Incorporated, states: "In the conduct of this survey our instructions by the publishers of The Literary Digest were limited to a general definition of the facts desired, with agreement as to the number of towns to be covered and number of unit weeks of field work to be employed. . . .

“We may say at this point that this survey has been conducted throughout in exactly the same way as it would have been if we had been employed by a group of manufacturers of the various items of equipment to conduct such a survey, and with the purpose of making such data as useful as possible to such manufacturers.

“We have accordingly confined the survey largely to the known buying strata. Had the object been to build up a case for the telephone home, this could have been done by interviewing a much larger proportion of the poorer classes of consumers, thus developing a greater contrast. . . .

“The field reports are personal interviews made by our staff reporters. Information so secured is essentially more comprehensive, reliable and accurate than that obtained by any other method. While we cannot guarantee the accuracy of each individual field report in every respect, every precaution is taken in the selection and training of men, in organization of field work and supervision, to provide the utmost accuracy and reliability that is humanly possible and at the same time commercially practical.

“Facts presented in the field reports have been tabulated entirely by machine. Our system of me-

chanical tabulation not only permits an infinitely more comprehensive tabulation than would be possible by hand methods within any reasonable period of time, but also reduces to a minimum the factor of clerical error. . . .

“It is our custom to reduce the results of the tabulation to percentages and averages, to avoid the confusion resulting from attempting to compare disproportionate values which results when studying the tabulation of different sized groups without reducing them to percentages. Percentages are usually carried out to three places (79.3%). This is merely to establish the accuracy of the computation and does not signify that the survey can provide a basis for that degree of precision.

“In general, there are two classes of tabulations, those where only one answer to the question is possible, in which case the percentages will total 100 per cent; and instances where more than one answer is possible, when percentages will total more than 100 per cent. . . .

“Do not apply averages too generally, and use discretion in considering the percentages in cross-analysis where the groups that are broken down are unusually small.”

The original field reports as turned in by the in-

vestigators have been preserved and are open to inspection by any person who has a serious intention in wishing to examine them.

IV

THE AVERAGE OF AMERICA

IT WAS some time after Zanesville had been selected, by the process described in Chapter I, as representative of the average of America, that it was learned that a well-known resident of Zanesville had written, ably and at length, to somewhat the same point. In a novel entitled "Valley Waters," by Charles Stewart (E. P. Dutton & Co.) we find description of the city and characterization of its people, worthy of quotation at length:

"In the valley of the Muskingum, the 'Hudson of the West,' there is a country of such peculiar charm, and such lasting hold upon the affection of its inhabitants, that it has furnished the American traveling public with a phrase. That phrase, whose meaning we are about to gather, is—The Man from Zanesville.

". . . the title has come to stand for a deep-seated sort of patriotism, not especially boastful, but of the kind that is proud of its history and

enamored of the very soil from which it sprung. And the American traveling man, catching the point in it all, has taken it up with fond humor and given it currency throughout the land. . . .”

“. . . the blue Muskingum is the only navigable river in Ohio. And Zanesville, the commanding metropolis at the head of its waters, stands typical of the valley.

“It is a place of waterfalls and limestone caves and high, rocky shores; of roaring mill-dams and brooding lime-kilns and swanlike steamboats that go swimming amid the hills; of river-carved scenery and wide views and pennyroyal slopes, odorous and steep; of ancient covered bridges roofed over with shingles and with windows looking out upon the river, of dug roads winding along the sheer faces of hillsides up out of the valley, and of sidepaths with hillside stairs that take you up on top of quiet summits where you look out upon the congregation of hills, and call out to them and hear them answer as if they knew your name. It is a place of coal mines and clay pits and quarries; of roadside potteries where the potter still throws his lump upon the wheel and causes it to rise up straightway into a jug, deftly drawing his thumb from the hole; of fiery glass-houses

where you may look in and see the swift glass-cutter pursuing his tinkling trade; of the homeward trudging coal-miner just emerged from that hole in the hill with his torch still smoking on the front of his hat, and, at his heels, the big yellow dog that draws out the little cars of coal. Withal there are many negroes driving dump-carts or drays and lending to all this atmosphere of Northern industry the happy, carefree abandon of the South. And the Man from Zanesville, just back for a visit from his home in Kansas or Nebraska or Iowa, looks upon it all and is glad. For these are the sights and scenes of the Carboniferous Era—of a land where the coal lies in a streak just next to the clay that is to be baked and the iron that is to be melted.

“The Man from Zanesville, being back again, goes first of all to the middle of the famous Y bridge, which spans two rivers at once, and stands there a while to listen to the roaring of the same. This is the voice of the place, rising above all other sound. . . .”

“The charm of the place is no doubt due, on the scenic side at least, to the two rivers rushing so strongly to meet each other in the center of the city. And to the intimacy with which the steep and

strongly marked hills enclose the place and seem to stand guard over it.

“And on the human side, much has happened. There on the edge of Zanesville Thomas J. Hendricks was born; over in that part of the valley Garfield taught school; just over the line, in Perry County, is the little high-perched house in which Phil Sheridan spent his youth; on yonder rounding hill Sunset Cox was born. And it was amid such scenes as these that “Sunset” quite naturally, learned the warmth and splendor of his speech. . .”

The more one studies Zanesville and the country round about it, the more basis one finds for believing that here indeed is the average of America. Perhaps the only important feature of the city which is unique is the Y bridge of which Mr. Stewart writes so fondly. It is the only concrete Y bridge in the world—shaped like the letter Y because it must span the confluence of two rivers. It might be said that it is at the meeting of these rivers that “the middle West begins.”

It is in the “Buckeye” territory. The term is used as a sort of slang among eastern writers and artists to designate the kind of writing and illustration best calculated to capture the interest of

the average American. The term appeared as early as 1855, when a citizen of Zanesville who made a trip to Europe signed his letters to the home papers "A Buckeye Abroad."

For generations the State of Ohio has been the mother of statesmen. She has supplied seven of our thirty presidents, three secretaries of state, five secretaries of the treasury, five secretaries of war, four attorney-generals, three postmaster-generals, four secretaries of the interior and seven justices of the Supreme Court; and she was the birthplace of three of our vice-presidents.

Jazz, that most American of institutions, sprang into life not far from Zanesville. Ted Lewis, generally credited with being the originator of jazz, says: "I got my ideas of syncopation from a negro barber, Cricket Smith, back in the little town of Circleville where I was born and raised." Mayor Fitzpatrick of Circleville once said: "I was shaved to the tune of the original jazz, when barber Cricket Smith worked on me and sang while Ted Lewis found unheard harmony and a strange alluring rhythm on any number of instruments." Circleville is only about fifty miles west of Zanesville, part of the same Buckeye land.

In letters, there is perhaps no writer more repre-

sentative of average American ideas than Zane Grey. He writes about pioneer America and he is able to interest millions of readers. Grey was a Zanesville boy.

The slogan has been called a typically American device. There is a possibility that the slogan got its strongest boost in Zanesville, for that early political phrase which caught the fancy of the nation—"Tippecanoe and Tyler, Too"—was invented by A. C. Ross, a Zanesville boy. Today certainly, the city is the paradise of the slogan. The First National describes itself as "Zanesville's Grand Old Bank." A candidate for mayor announces himself as "heart and soul for Zanesville." The stores display generously the familiar slogan of national advertising—"Say it with Flowers," in the florists' windows; "Gifts that Last," in the jewelry stores; "Scatter Sunshine with Greeting Cards," in the stationery stores—to instance only a few which are the property of no single manufacturer.

A campaign to raise funds for the Y. W. C. A., besides urging "Give the girls a chance," used the initials of the Association to make a slogan, "You Will Come Across." The windows on the main streets are made colorful by the posters supplied as "dealer helps" by national advertisers—posters

which haughtier merchants in great cities sometimes fail to appreciate. Responsiveness to the slogan and to the appeal of advertising, local or national, is peculiarly American, and it finds its most salient expression in a city such as Zanesville.

V

HOW AMERICA CAME TO BE AMERICA

MEN delve into history because a knowledge of the past illuminates the present and supplies a guide for the future.

Scanning the history of Zanesville, we become aware of some of the reasons why it came to be an average American city. We can read in it, furthermore, much of the background of all America, trace the causes which have produced the average American individual as we know him today, and perhaps get some sense of what America is coming to be.

As you read this chapter try to forget that it is about a particular city and think of it as a glimpse at the growth of average America.

It begins with that prehistoric race whom we call the Mound Builders. In this section of Ohio remains left by the Mound Builders are still to be seen. Many small mounds have been found at Zanesville. One of these was upon the site of the

present Court House, and was for some years used as a location for the whipping post.

Later tribes of Indians did not make permanent settlements at Zanesville, because they did not consider the banks of its river safe for them.

These very rivers, however, attracted the first white settlers. Three men, Ebenezer Zane of Wheeling, West Virginia, his brother, Jonathan, and his son-in-law, John McIntire, were authorized by Congress about 1796 to survey a road from Wheeling to what is now Maysville, Kentucky. In return for their services they were entitled to three sections of land. Jonathan Zane and McIntire chose to take their land at the point where the new road would cross the Muskingum, at its confluence with the Licking. They had to agree to maintain a ferry service. Having water power, they set up a saw mill. Early discovering excellent clay, they founded a pottery which was the beginning of the chief industry of the present city. A few years later Zanesville became the county seat.

The settlers who followed these pioneers to Zanesville were largely Virginians, Marylanders and Pennsylvanians. Just across the river was another settlement, Putnam, now a part of the city. Yankees from Connecticut and points north

settled Putnam, which was nicknamed "Saint's Rest" by the more frivolous Southern spirits who dwelt across the stream in Zanesville.

Thus, at this very point, there was a meeting of the two great streams of migration which were to people the West. The effects of this meeting appeared early in clashes between the people of Zanesville and the people of Putnam over slavery. Here and there in the older streets you see a house whose architecture is distinctly Southern, standing next door to a house with the severity and dignity of early New England design. And once in a while you will catch in the accent of some Zanesville folk an odd and pleasant mingling of Southern drawl and Yankee twang.

Here, at the farther edge of the East, North and South joined at the moment when both were discovering the West. Is it any wonder that Zanesville, where that union occurred, seems to us now the average of America?

For a brief period Zanesville was the capitol of Ohio, and hoping to induce the legislature to make it the permanent capitol, the citizens erected a building which, though they called it the Court House, was actually intended to be the State House. It was modelled after Independence Hall,

Philadelphia, and had much of the same dignity and beauty. Unhappily, it was later replaced by a more massive structure in the depressing style which prevails in hundreds of American court houses. In 1812 political influence transferred the capitol to Chillicothe, and eventually Columbus became the permanent capitol. As a local historian says, "So ended Zanesville's dream of capitolistic fame." The whole affair, characteristic of our pioneer days, had its influence in making Zanesville a representative American city.

Another disillusionment helped to form the character of the people. In 1820 a joker, careless of expense, dropped pieces of silver down a salt mine south of Zanesville. The borings soon began to bring up particles which, when assayed, proved to be genuine silver. There was great excitement. A company was formed, which spent \$10,000—a large sum in those days—to sink a shaft. The salt was seriously damaged before the hoax was discovered.

There was another dream, however, which came true. The great national road went through Zanesville, making it one of the cities on the direct line of the westward march of progress. George Washington and Albert Gallatin had realized that

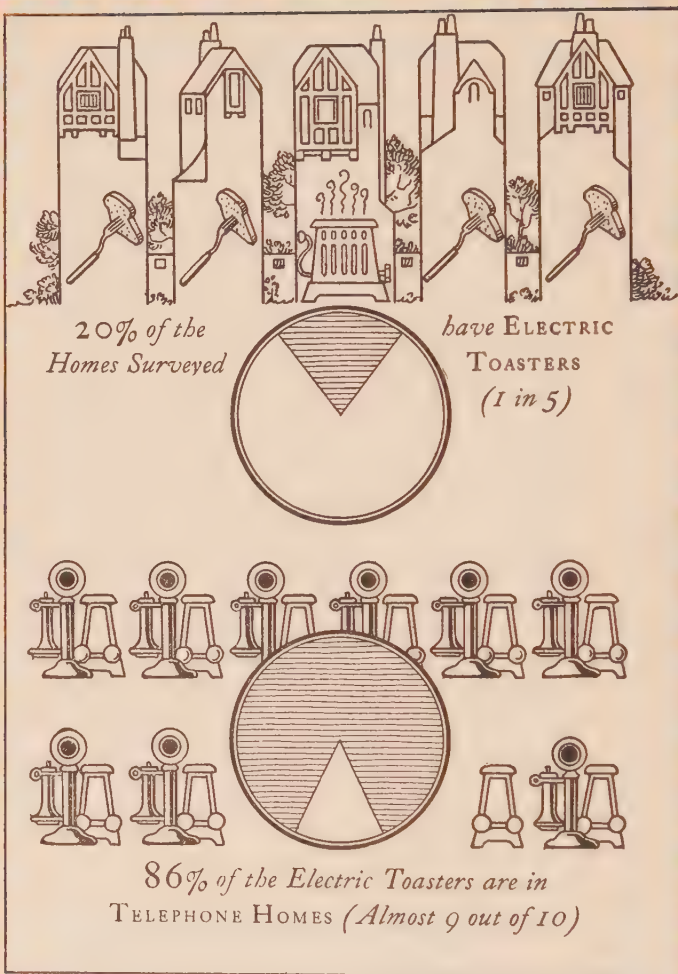
national unity and defense demanded easy communication between east and west. The first idea had been a canal. Going over the ground with Gallatin, Washington, no doubt out of his own experience as a surveyor, decided that a road would be more practical. Congress appropriated the money, and between 1825 and 1833 the road was built through Zanesville. Today it has been developed into an automobile highway. It was fortunate for Zanesville that it was put through before the railroads were projected. By the time it reached Illinois the railroads had captured the imagination of the country, and there were no more appropriations for the road.

Great expectations were aroused by the State canal system, and later—in the eighties—by the schemes of a spectacular railway promotor, one Colonel Boone. He had a vision of a vast system of railroad lines between the Great Lakes and the Atlantic, with Zanesville as the pivot. He aroused the people to so high a pitch of excitement that the militia was called out to prevent rioting in the streets. The net result was the construction of the railroad system from Zanesville to Marietta; the railroad from Cleveland to Zanesville—then known as the Cleveland, Canton and Southern, but now

incorporated as the Wheeling and Lake Erie; the Zanesville and Western System, and the C. A. and C. from Trinway to Killbuck.

In 1913 came the great flood, which was a serious blow to the city. It swept away four bridges, wrecked many buildings, caused damage running into the millions, and paralyzed business for a long period. Heroic rescue work saved almost all of the 15,000 people endangered by the swollen rivers. Only two were drowned. This brilliant record, and the energy and courage with which the city reacted after disaster, brought high praise. Elated, the citizens determined to put Zanesville in the class of Galveston and San Francisco, to "turn adversity into new prestige and greater prosperity." Within a month after the flood a mass meeting was held, at which this resolve was voiced. But alas! as we learn from a report made by the city planning commission later in the same year, the energy was soon dissipated; there was too much conservatism and too little civic pride.

The general impression was that the flood had been a setback from which the city might never recover. That is one of those questions which must remain forever unanswered. Certainly the physical plan of the city still needs improvement. There is



ELECTRIC TOASTERS in Zanesville Homes

no civic center. There is still a grade crossing on Main Street. There is still necessity for a road which will divert the through motor traffic round the business district.

Are not these deficiencies, however, typical of American cities? When you sum up the history of Zanesville—the loss of the capitol, the silver bubble, the canals, the railroads, the flood—the general impression is one of recurrent bad luck. Yet a somewhat similar tale might be told of almost any place of Zanesville's size. The details would differ, but the theme would be the same—the disappointments of childhood, and adolescence, which make for character in the city as they do in the human being.

Unquestionably, Zanesville today has strong character. It is not a boom town. It is not a dead town. It has not been spoiled by easy success. It has not been discouraged by failures.

A city which has no inferiority complex and sees no occasion for putting on airs; with none of the mannerisms of the *nouveaux riche* and none of the aloofness of an inherited aristocracy; with none of the brusqueness of the metropolis and none of the forced virility of a pioneer outpost—that is Zanesville. It has itself placed in the scheme of things; it

wastes no time worrying about the places of others and its relations to them.

It is America settled into the harness for the long pull.

VI

WHAT SHOULD WE EXPECT OF A CITY?

MODERN thought is beginning to turn against the old idea that a city needs to keep on growing. Many authorities are coming to believe that cities will do better to stop gaining in population and become rather centers for the prosperous countryside.

While Zanesville has continued to grow, its rate of increase has been dropping as shown by successive census reports:

1890	21,009
1900	23,538
1910	28,026
1920	29,569
1925	30,442

Local claims are that the city contains more than 34,000. This population is nearly 100% American; about 95% are native white, the bal-

ance being about evenly divided between foreign born and negroes.

It may also be pointed out that the census figures do not do credit to Zanesville, because the suburbs directly outlying the city and trading within it include more than 12,000 additional population. The leading newspaper has a circulation exceeding the entire population of the city. This is significant of the fact that Zanesville's influence extends over a wide territory. The map shows the reason for this. Although other large cities lie close to the westward, there is no other city of Zanesville's importance within 100 miles on the north, south, or east. It is fulfilling the destiny of the American city, which is to serve the people who live in the open country. Its 400 retail stores serve a shopping radius which includes 10 contiguous southeastern Ohio counties, and its 60 wholesale houses cover a wide area beyond.

There is great diversity in the territory surrounding Zanesville proper. It is of course a great farming center. The lower Muskingum Valley is surprisingly fertile. The hills surrounding the city itself are full of coal. Some of the local factories secure coal from mines located but a few miles away. It is estimated that Muskingum County

alone contains 4,000,000,000 tons of coal, and many of these coal fields are still untouched. Zanesville is also the center of a wide district in which gas and oil are found in increasing quantities. It is worthy of note that the industries which supply this great territory maintain an unusually stable equilibrium. The products produced by Zanesville in general are those which do not meet high peaks and low depressions.

Over 50% of the residents of Zanesville, male and female, over 10 years of age are employed in gainful occupations. The record of high industrial activity in Zanesville is said to be considered remarkable by officials of the U. S. Department of Commerce because of the fact that only a negligible percentage of children are employed. Such a condition of industrial soundness and thriftiness gives the reason perhaps for the fact that savings bank accounts in Zanesville number nearly 30,000—almost as many as there are residents.

We expect our cities, as they cease to grow in quantity, to compensate by a more rapid growth in quality. Zanesville is doing that. Living conditions are excellent. While there are few mansions, there are also few extremely poor districts; certainly nothing approaching the slum type of

neighborhood. 70% of Zanesville's population own the homes they occupy. Zanesville has not yet caught up with the shortage of houses and homes, but a number of apartment houses and a considerable percentage of duplexes have been erected in the past two or three years, to say nothing of the unusually large number of single homes.

Notably, Zanesville's school population is growing faster than its total population. The generosity with which it has provided new school facilities has strained its resources. This again is a situation which has its parallels in hundreds of our cities. It is a reflection of the current passion for more and better education. We are putting our common sense ahead of our money sense, and that is as it should be.

The visitor to Zanesville, if he goes to all parts of the city, will be impressed by two things chiefly—the number and size of the school buildings, and the number and size of the churches. There are sixteen splendid schools: 13 public schools, 2 junior high schools, and a high school. Since 1923 more than \$750,000 has been provided for the enlargement and improvement of all schools.

There are thirty-seven churches and four missions. Religious tolerance, that fundamental Amer-

ican ideal, still prevails in Zanesville. Zanesville, it will be remembered, was settled by people from many directions with varied points of view. The first Catholic arrived there as long ago as 1815. Today the city has two great Catholic churches and two parochial schools. There are two synagogues, one built by thirty-six Jewish families. The Ku Klux Klan did not trouble Zanesville.

Twenty-three clubs flourish in Zanesville to the extent of having quarters of their own. These include a golf club, a Civic League and the Masonic Temple. Every week-day one of the standard luncheon clubs of American business men has a meeting in Zanesville, for there are five of them—the Rotary, Kiwanis, Optimist, Fifas and Exchange.

There is a drama league. There are literary societies, church associations, whist clubs, young people's societies and other activities galore. There is the John McIntire Public Library, which contains about 35,000 volumes. The Chamber of Commerce is active, and free from the offensive boasting spirit of less established communities. There is a Round Table at which leading citizens meet to discuss amicably and well the improvement of the civic life.

The Y. M. C. A. has just built a new \$400,000

building with 100 modern dormitory rooms, high class restaurant, reading rooms, gymnasium, bathing pool, and all that goes with these. It was built by popular subscription. There is now under construction a new \$200,000 home for the Y. W. C. A., also built by popular subscription.

Improvement is the keynote, not mere growth. It is the proper keynote of America's future.

VII

HOUSES IN WHICH THEY LIVE

THE traveler speeding across the country, looking casually from the windows of his Pullman, comes to the end of his journey with an impression that most of the people of America live in shabby shacks with cluttered backyards. Or, after a day's motor trip along one of our beautifully landscaped highways, he might conclude that the homes of Americans are veritable palaces of comfort, luxurious in every detail. Both are wrong, as is every one else who tries to generalize about the American home. For somewhere between the back door and the front door lies the American home as it exists in reality.

Let us see what our investigators learned about the physical character of the 11,232 homes which they visited in thirty-seven cities and towns in all parts of the country, including Zanesville.

Their first observation was as to the class of home. In this respect they took into consideration the general character of the community.

The Class A home in the small town might be only a Class B home in a large city. The results of this question consequently are not broadly significant, except as they show that the telephone is more common in the better homes, as will be seen from the charts on pages 126 and 127.

Of those living in houses, how many are owners, and how many are renters?

TABLE I
HOME OWNERSHIP

In Zanesville	69.9%	of families own their homes
" "	30.1%	" " rent " "
In 36 Cities	71.4%	" " own " "
" " "	28.6%	" " rent " "

IN ZANESVILLE

	<i>Number</i>	<i>Number having Telephones</i>	<i>Percent having Telephones</i>
Homes owned	3165	2194	69.3
Homes rented	1362	599	44.0

IN 36 CITIES

	<i>Number</i>	<i>Number having Telephones</i>	<i>Percent having Telephones</i>
Homes owned	4445	3364	75.7
Homes rented	1777	841	47.2

The value of the homes owned was estimated in as large a number of cases as possible. In Zanesville there were thirty-eight houses and in the other cities one hundred and sixty-eight houses, the value of which could not be determined with sufficient accuracy to be included in the tables below. It is interesting to note that the number of homes valued at \$8,500 or over make up a comparatively small percentage of the homes of the country.

TABLE 2
VALUE OF HOMES

In Zanesville:

52.2%	of homes are valued at	\$1,000 to \$4,000
31.6%	" " " " "	\$4,500 to \$6,000
9.8%	" " " " "	\$6,500 to \$8,000
4.4%	" " " " "	\$8,500 to \$12,000
1.5%	" " " " "	\$12,500 to \$20,000
0.6%	" " " " "	over \$20,000

In 36 Cities:

12.9%	of homes are valued at	\$1,000 to \$4,000
26.9%	" " " " "	\$4,500 to \$6,000
24.6%	" " " " "	\$6,500 to \$8,000
22.0%	" " " " "	\$8,500 to \$12,000
8.4%	" " " " "	\$12,500 to \$20,000
5.2%	" " " " "	over \$20,000

Table 2 cont.]

IN ZANESVILLE

<i>Value of Homes</i>	<i>Number</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
\$1,000 to \$4,000	1631	957	58.7
\$4,500 to \$6,000	987	754	76.4
\$6,500 to \$8,000	306	271	88.6
\$8,500 to \$12,000	137	129	94.2
\$12,500 to \$20,000	48	46	95.8
Over \$20,000	18	18	100.00

Weighted Average Values in Zanesville:

All homes \$5,048

Homes with Telephones \$6,068

Homes without Telephones \$3,631

IN 36 CITIES

<i>Value of Homes</i>	<i>Number</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
\$1,000 to \$4,000	557	276	49.6
\$4,500 to \$6,000	1162	710	61.1
\$6,500 to \$8,000	1061	844	79.5
\$8,500 to \$12,000	948	853	90.0
\$12,500 to \$20,000	363	349	96.1
Over \$20,000	226	226	100.0

Weighted Average Values in 36 Cities:

All Homes \$8,671

Homes with Telephones \$9,932

Homes without Telephones \$6,450

The bathroom is an indication of the modernity of a home.

That 38.2% of the Zanesville homes have no bathrooms while only 5.3% of the homes interviewed in the 36 cities have none is doubtless explained by the fact that in the 36 cities there were interviewed a smaller percentage of families in the lower income levels.



TABLE 3

NUMBER OF BATHROOMS

In Zanesville:

38.2%	of homes have no bathrooms
59.6%	“ “ “ one bathroom
1.8%	“ “ “ two bathrooms
0.3%	“ “ “ three “
0.1%	“ “ “ four “
0.02%	“ “ “ five “

In 36 Cities:

5.3%	of homes have no bathrooms
84.8%	“ “ “ one bathroom
8.1%	“ “ “ two bathrooms
1.2%	“ “ “ three “
0.4%	“ “ “ four “
0.2%	“ “ “ five “

Table 3 cont.]

IN ZANESVILLE

<i>Bathrooms</i>	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
None	1750	709	40.5
One	2724	2006	73.6
Two	82	76	92.7
Three	16	15	93.8
Four	4	4	100.0
Five	1	1	100.0

IN 36 CITIES

<i>Bathrooms</i>	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
None	347	100	28.7
One	5587	3717	68.2
Two	538	493	91.6
Three	78	73	93.6
Four	24	24	100.0
Five	11	11	100.0



Do Americans have pride in their property and how do they take care of it? The upkeep of the home (both exterior and interior) is classified under four heads—Excellent; Good; Fair and Poor.

If these figures can be made the basis of a generalization, Americans are more careful of the inside of their homes than they are of the outside. Or perhaps they merely show that American men are less tidy than American women.

TABLE 4

UPKEEP OF HOME: *EXTERIOR*

In Zanesville:

7.8%	of homes have excellent exterior upkeep				
41.9%	" " " good	"	"	"	"
43.2%	" " " fair	"	"	"	"
7.0%	" " " poor	"	"	"	"

In 36 Cities:

13.6%	of homes have excellent exterior upkeep				
43.2%	" " " good	"	"	"	"
36.0%	" " " fair	"	"	"	"
7.2%	" " " poor	"	"	"	"

IN ZANESVILLE

<i>Exterior Upkeep</i>	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
Excellent	357	280	78.4%
Good	1909	1368	71.7
Fair	1966	1039	52.8
Poor	318	109	34.3

IN 36 CITIES

<i>Exterior Upkeep</i>	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
Excellent	895	810	90.5%
Good	2847	2215	77.8
Fair	2374	1240	52.3
Poor	478	157	32.9

ZANESVILLE

Excellent, 78% Good, 72% Fair, 53% Poor, 34%



EXTERIOR

CLASSIFICATION	Number	Per Cent	Telephone Homes Per Cent	Non-Telephone Homes—Per Cent
EXCELLENT	357	7.8	78.4	21.6
GOOD	1909	42.0	71.7	28.3
FAIR	1966	43.2	52.8	47.2
POOR	318	7.0	34.3	65.7
Total	4550			

Excellent, 83% Good, 69% Fair, 51% Poor, 32%



INTERIOR

EXCELLENT	457	10.1	82.9	17.1
GOOD	2207	48.7	68.6	31.4
FAIR	1556	34.3	50.8	49.2
POOR	311	6.9	32.5	67.5
Total	4531			

UPKEEP OF HOMES in Zanesville

Table 4 cont.]

UPKEEP OF HOME: *INTERIOR*

In Zanesville:

10.1% of homes have excellent interior upkeep
 48.8% " " " good " "
 34.4% " " " fair " "
 6.9% " " " poor " "

In 36 Cities:

15.8% of homes have excellent interior upkeep
 47.4% " " " good " "
 31.3% " " " fair " "
 5.5% " " " poor " "

IN ZANESVILLE

<i>Interior Upkeep</i>	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
Excellent	457	379	82.9%
Good	2207	1513	68.6
Fair	1556	791	50.8
Poor	311	101	32.5

IN 36 CITIES

<i>Interior Upkeep</i>	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
Excellent	1039	976	93.9%
Good	3115	2362	76.0
Fair	2052	967	47.1
Poor	363	105	29.0

Reviewing the data in this chapter with special reference to the telephone index, we find the following striking facts:

From two-thirds to three-fourths of home owners have telephones, while less than half of the renters have telephones.

In Zanesville, the value of telephone homes exceeds that of non-telephone homes by 67%. In the other cities the value of telephone homes exceeds that of non-telephone homes by 54%.

Clearly, the presence of the telephone is a dependable guide to the physical character of a home.

VIII

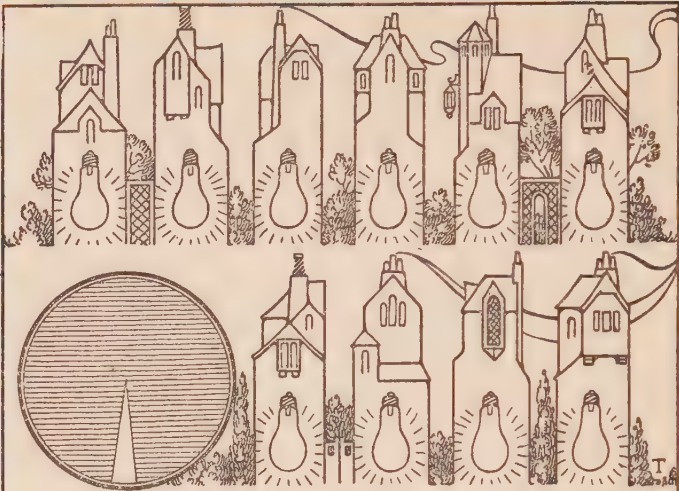
THE CONVENIENCES OF THE HOME

ADVERTISING has been credited with very great influence in transforming the house into a home. The luxuries of a few fortunate families in the last generation have been made the conveniences of the millions today. The conveniences of yesterday have been made the necessities of today.

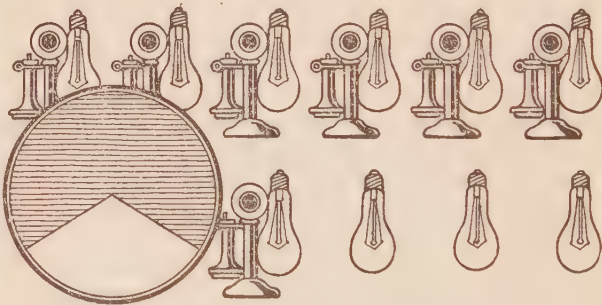
Yet we have far to go. The market for every type of equipment is still tremendous. Even where the saturation point has been approached, as in the case of heating apparatus, the opportunity for improved devices and the need for replacement is constantly becoming greater.

As a reflection of the present conditions of life in the American home, and as an outline of the vast field still to be cultivated by the manufacturer, the following tables are perhaps the most important results of our survey.

ZANESVILLE



97% of the Homes Surveyed have ELECTRICITY
(Nearly 100%)



68% of the Homes having Electricity
also have TELEPHONES (About 7 out of 10)

ELECTRICITY
in the Homes of 36 Cities

The two groups of figures below have close similarity, except that Zanesville is noticeably lower in percentage of homes equipped with electricity and plumbing systems.



TABLE 5

HOME CONVENIENCES

In Zanesville:

73.7%	of homes are equipped with electricity				
96.0%	"	"	"	"	gas
90.5%	"	"	"	"	running water
61.0%	"	"	"	"	plumbing systems
0.4%	"	"	"	"	iceless refrigeration
0.1%	"	"	"	"	home lighting
					plants
0.2%	"	"	"	"	home water plants
1.4%	"	"	"	"	none of these

In 36 Cities:

96.9%	of homes are equipped with electricity				
91.2%	"	"	"	"	gas
95.3%	"	"	"	"	running water
92.8%	"	"	"	"	plumbing systems
1.7%	"	"	"	"	iceless refrigeration
0.0%	"	"	"	"	home lighting
					plants
0.1%	"	"	"	"	home water plants
0.1%	"	"	"	"	none of these

Table 5 cont.]

IN ZANESVILLE

<i>Home Conveniences</i>	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
Electricity	3378	2372	70.2
Gas	4404	2763	62.7
Running water	4148	2659	64.1
Plumbing systems	2796	2085	74.6
Iceless refrigeration	18	17	94.4
Home lighting plants	5	5	100.0
Home water plants	8	5	62.5
None of these	62	11	17.8

IN 36 CITIES

<i>Home Conveniences</i>	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
Electricity	6424	4365	68.0
Gas	6047	4138	68.5
Running water	6315	4251	67.4
Plumbing systems	6152	4210	68.2
Iceless refrigeration	114	106	93.0
Home lighting plants	2	2	100.0
Home water plants	9	8	88.9
None of these	8	1	12.5

The following table indicates that Zanesville has been slower to adopt electric stoves, oil furnaces, and hot water, steam and vapor furnaces, but it has almost twice as large a percentage of fireplaces. Both groups of figures reveal a market for the newest types of heating equipment.

TABLE 6

HEATING EQUIPMENT

In Zanesville:

0.8%	of homes are equipped with electric stoves
27.7%	" " " " " gas stoves
37.8%	" " " " " coal or wood stoves
0.5%	" " " " " oil stoves
38.7%	" " " " " hot air furnaces
3.5%	" " " " " hot water, steam or vapor furnaces
5.4%	" " " " " gas furnaces
0.3%	" " " " " oil furnaces
0.1%	" " " " " electric furnaces
61.5%	" " " " " fireplaces
1.2%	" " " " " cabinet heaters

In 36 Cities:

2.8%	of homes are equipped with electric stoves
19.8%	" " " " " gas stoves
21.2%	" " " " " coal or wood stoves
4.2%	" " " " " oil stoves
46.9%	" " " " " hot air furnaces
24.0%	" " " " " hot water, steam or vapor furnaces
7.1%	" " " " " gas furnaces
1.1%	" " " " " oil furnaces
0.1%	" " " " " electric furnaces
33.9%	" " " " " fireplaces
0.8%	" " " " " cabinet heaters

Table 6 cont.]

IN ZANESVILLE

<i>Heating Equipment</i>	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
Electric stoves	37	25	67.6
Gas stoves	1268	722	56.9
Coal or wood stoves	1733	784	45.2
Oil stoves	22	10	45.4
Hot air furnaces	1776	1400	79.8
Hot water, steam or vapor furnaces	155	128	82.6
Gas furnaces	247	233	94.3
Oil furnaces	12	8	66.7
Electric furnaces	5	5	100.0
Fireplaces	2807	1768	63.1
Cabinet heaters	56	30	53.6

IN 36 CITIES

<i>Heating Equipment</i>	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
Electric stoves	187	164	87.7
Gas stoves	1308	730	55.8
Coal or wood stoves	1399	724	51.8
Oil stoves	276	172	63.0
Hot air furnaces	3095	2155	69.6
Hot water, steam or vapor furnaces	1584	1346	85.0
Gas furnaces	469	230	48.1
Oil furnaces	73	63	86.3
Electric furnaces	5	5	100.0
Fireplaces	2243	1666	74.3
Cabinet heaters	52	37	71.2

TABLE 7

COOKING EQUIPMENT

In Zanesville:

89.6%	of homes are equipped with gas ranges
2.2%	" " " " " combination ranges
5.4%	" " " " " coal or wood ranges
0.1%	" " " " " electric ranges
1.7%	" " " " " oil stoves
0.6%	" " " " " fireless cookers

In 36 Cities:

80.0%	of homes are equipped with gas ranges
7.7%	" " " " " combination ranges
14.3%	" " " " " coal or wood ranges
3.2%	" " " " " electric ranges
5.4%	" " " " " oil stoves
7.3%	" " " " " fireless cookers

IN ZANESVILLE

<i>Cooking Equipment</i>	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
Gas ranges	4119	2636	64.0
Combination ranges	102	49	48.1
Coal or wood ranges	246	82	33.3
Electric ranges	5	5	100.0
Oil stoves	77	34	44.2
Fireless cookers	28	25	89.3

Table 7 cont.]

IN 36 CITIES

<i>Cooking Equipment</i>	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
Gas ranges	5272	3613	68.7
Combination ranges	508	345	67.9
Coal or wood ranges	951	607	63.8
Electric ranges	209	193	92.4
Oil stoves	359	228	63.6
Fireless cookers	478	452	94.6

Electricity is removing forms of drudgery that were commonplaces in other generations.

TABLE 8

LAUNDRY EQUIPMENT

In Zanesville:

28.0%	of homes are equipped with electric washers				
11.3%	"	"	"	"	hand or w.p. washers
3.7%	"	"	"	"	stationary tubs
2.3%	"	"	"	"	ironers or mangles
59.2%	"	"	"	"	electric irons
0.5%	"	"	"	"	cabinet dryers

In 36 Cities:

29.0%	of homes are equipped with electric washers				
11.4%	"	"	"	"	hand or w.p. washers
35.5%	"	"	"	"	stationary tubs
2.3%	"	"	"	"	ironers or mangles
82.2%	"	"	"	"	electric irons

Table 8 cont.]

IN ZANESVILLE

<i>Laundry Equipment</i>	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
Electric washers	1286	1045	81.2
Hand or w.p. washers	519	320	61.6
Stationary tubs	170	123	72.4
Ironers or mangles	104	95	91.3
Electric irons	2720	2041	75.0
Cabinet dryers	23	18	78.3

IN 36 CITIES

<i>Laundry Equipment</i>	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
Electric washers	1921	1543	80.6
Hand or w. p. washers	757	438	57.9
Stationary tubs	2355	1732	73.6
Ironers or mangles	105	92	87.5
Electric irons	5454	3890	71.1

Average America still washes its dishes by hand.

TABLE 9

KITCHEN AND CLEANING EQUIPMENT

In Zanesville:

46.3% of homes are equipped with kitchen cabinets

0.1% " " " " " dish washers

52.6% " " " " " vacuum cleaners

4.3% " " " " " floor polishers

Table 9 cont.]

In 36 Cities:

29.3%	of homes are equipped with kitchen cabinets
0.9%	“ “ “ “ “ dish washers
59.8%	“ “ “ “ “ vacuum cleaners
4.1%	“ “ “ “ “ floor polishers

IN ZANESVILLE

<i>Kitchen & Cleaning Equipment</i>	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
Kitchen cabinets	2127	1339	62.9
Dish washers	5	3	60.0
Vacuum cleaners	2418	1630	67.3
Floor polishers	198	163	82.3

IN 36 CITIES

<i>Kitchen & Cleaning Equipment</i>	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
Kitchen cabinets	1943	1391	71.6
Dish washers	62	58	93.6
Vacuum cleaners	3969	3138	79.1
Floor polishers	185	161	86.8

While additional electric devices have made a definite place for themselves in the home, there is still a great potential market left for those having these commodities to sell. No one of these devices is used in more than 36% of the homes.

In general, Zanesville shows a lower percentage

of users of these new conveniences than the 36 other communities.



TABLE IO

ADDITIONAL ELECTRIC DEVICES

In Zanesville:

2.6% of homes are equipped with sewing machines					
19.7%	"	"	"	"	toasters
9.4%	"	"	"	"	fans
2.2%	"	"	"	"	room heaters
4.7%	"	"	"	"	percolators
2.0%	"	"	"	"	grills
1.5%	"	"	"	"	hot plates
11.6%	"	"	"	"	curling irons
0.9%	"	"	"	"	water heaters
3.4%	"	"	"	"	heating pads

In 36 Cities:

7.8% of homes are equipped with sewing machines					
35.7%	"	"	"	"	toasters
19.0%	"	"	"	"	fans
11.1%	"	"	"	"	room heaters
20.8%	"	"	"	"	percolators
6.6%	"	"	"	"	grills
3.5%	"	"	"	"	hot plates
28.3%	"	"	"	"	curling irons
2.2%	"	"	"	"	water heaters
8.9%	"	"	"	"	heating pads
0.1%	"	"	"	"	others

Table 10 cont.]

IN ZANESVILLE

<i>Additional Electric Devices</i>	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
Sewing machines	119	101	84.9
Toasters	906	779	86.0
Fans	430	392	91.2
Room heaters	101	92	91.1
Percolators	214	191	89.3
Grills	94	81	86.2
Hot plates	68	57	83.8
Curling irons	533	457	85.7
Water heaters	41	33	80.5
Heating pads	157	140	89.2

IN 36 CITIES

<i>Additional Electric Devices</i>	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
Sewing machines	518	459	88.6
Toasters	2369	2029	84.7
Fans	1259	1105	87.8
Room heaters	737	633	85.9
Percolators	1382	1217	88.1
Grills	441	395	89.6
Hot plates	233	214	91.8
Curling irons	1876	1515	80.8
Water heaters	149	138	92.6
Heating pads	588	517	87.9

How shall the manufacturer plan his approach to the vast markets for home conveniences? Where

shall he start? Obviously, with the homes which have already progressed so far as to have installed telephones. Throughout the preceding tables, it is obvious that the telephone home has already been proved the most fertile soil for modern ideas in equipment of every kind. We find telephones:

In more than 93 percent of the homes having iceless refrigeration.

In 94.3 percent of the Zanesville homes having gas furnaces.

In 86.3 percent of the homes in the other 36 cities which have oil furnaces.

In more than 80 percent of the homes having electric washers.

In more than 87 percent of the homes having electric fans, percolators, heating pads.

It is noticeable throughout that the longer an item of equipment has been on the market the better it is established in non-telephone homes; the newer the device, the higher the percentage of cases in which it has been installed in telephone homes. The case for the telephone home is clear—it is the earliest to discover and buy the latest improvement of whatever sort.

IX

THE PEOPLE IN THE HOME

LESS than three percent of the families in Zanesville have servants. There is one home with seven servants, one with six, three which have three servants each, only ten which have two, and only eighty-eight which have one. In the other 4493 homes called on in Zanesville the women of the household do their own work.

In the other 36 cities visited it was found that 89 percent of the homes called upon had no full time, regular servants.

These are cold facts of the sort which are always rather astonishing to those who live in communities where every household has its servants, and who have forgotten that throughout most of the American population the "servant problem" is no problem at all. They are facts that illustrate the statement that most American women, in spite of a new and enlarged sphere of activity in community, state and nation, are doing their own work in the home.

TABLE II

EMPLOYMENT OF SERVANTS

In Zanesville:

0.3%	of homes have more than one regularly
2.0%	“ “ “ one regularly
2.5%	“ “ “ one part time
3.4%	“ “ “ a laundress
0.3%	“ “ “ other help
92.4%	“ “ “ no servants

In 36 Cities:

2.0%	of homes have more than one regularly
8.1%	“ “ “ one regularly
9.3%	“ “ “ one part time
20.2%	“ “ “ a laundress
3.4%	“ “ “ other help
68.6%	“ “ “ no servants

IN ZANESVILLE

<i>Home Servants</i>	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
More than one regularly	15	14	93.5
One regularly	91	80	87.9
One part time	113	105	92.9
Laundress	157	145	92.4
Other help	13	11	84.6
None	4241	2500	58.9

Table 11 cont.]

IN 36 CITIES

<i>Home Servants</i>	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
More than one			
regularly	139	139	100.0
One regularly	584	566	97.0
One part time	608	556	91.4
Laundress	1324	1141	86.2
Other help	222	195	87.8
None	4487	2559	57.0



The average size of the family is usually over-estimated. Somehow the idea has gained currency that the average household contains father, mother and three children; it has been conventional, for example, to arrive at the number of readers of a magazine by multiplying its circulation by five. Changing conditions of American life have been reducing the size of the family, particularly in the middle and upper strata of the population. The following tables are interesting in that respect. The number of families having two, three or four members is over twice as large as the total number of families in all other groups taken together:

TABLE 12

TOTAL NUMBER IN HOUSEHOLD

In Zanesville:

3.3%	of homes	have	one member
22.2%	"	"	two members
25.2%	"	"	three "
21.5%	"	"	four "
13.9%	"	"	five "
7.0%	"	"	six "
3.7%	"	"	seven "
1.8%	"	"	eight "
0.7%	"	"	nine "
0.7%	"	"	ten or more

In 36 Cities:

1.5%	of homes	have	one member
18.9%	"	"	two members
24.8%	"	"	three "
24.2%	"	"	four "
16.4%	"	"	five "
8.2%	"	"	six "
3.5%	"	"	seven "
1.1%	"	"	eight "
0.5%	"	"	nine "
0.8%	"	"	ten or more

The percent of those having telephones varies surprisingly little through all of the ten groups:

Table 12 cont.]

IN ZANESVILLE

<i>No. in Household</i>	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
One	151	76	49.6
Two	1019	613	60.1
Three	1157	761	64.8
Four	991	641	64.7
Five	641	386	60.2
Six	321	168	53.8
Seven	169	101	59.8
Eight	82	40	48.8
Nine	32	20	62.5
Ten or more	31	15	48.3

IN 36 CITIES

<i>No. in Household</i>	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
One	96	58	60.4
Two	1255	808	64.4
Three	1647	1082	65.7
Four	1605	1089	67.9
Five	1088	750	68.9
Six	546	399	73.1
Seven	233	155	66.5
Eight	73	51	69.8
Nine	35	23	65.7
Ten or more	55	38	69.1



Markets are people, and what a man does is often very important to those who supply him

and his family with their daily needs. A dealer tries to adjust his store to his own customers. Makers of advertisements take into consideration the people who read them. Manufacturers like to see an analysis of the circulation of magazines and newspapers in which they buy advertising space.

Table 8 shows the vocations of the heads of the households interviewed:

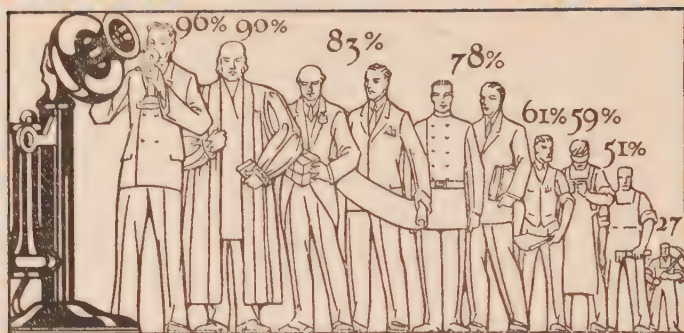


TABLE 13

VOCATION OF HEADS OF HOUSEHOLDS

In Zanesville:

2.8%	of householders	are executives
4.8%	"	" professional men
7.6%	"	" merchants
3.6%	"	" subordinate executives
2.5%	"	" public service men
4.6%	"	" salesmen and travel- ing executives
5.0%	"	" in clerical positions
3.8%	"	" skilled craftsmen and artisans
29.2%	"	" skilled laborers
25.0%	"	" unskilled laborers
11.1%	"	" in miscellaneous occu- pations



VOCATIONS	Number	Per Cent	Telephone Homes Per Cent	Non-Telephone Homes—Per Cent
EXECUTIVES	466	7.3	96.3	3.7
PROFESSIONAL	644	10.0	89.5	10.5
MERCHANTS	600	9.3	82.6	17.4
SUB-EXECUTIVES	434	6.8	82.9	17.1
PUBLIC SERVICE	278	4.3	77.6	22.4
SALESMEN & TRAVEL- ING EXECUTIVES	435	6.8	78.2	21.8
CLERICAL	603	9.4	60.6	39.4
SKILLED CRAFTSMEN AND ARTISANS	411	6.4	58.9	41.1
SKILLED LABOR	1571	24.5	51.0	49.0
UNSKILLED LABOR	524	8.2	26.5	73.5
MISCELLANEOUS	446	7.0	69.0	31.0
<i>Total</i>	6412			

*Proportion of Telephone Homes
in 36 Cities by
VOCATIONS*

Table 13 cont.]

In 36 Cities:

7.3%	of householders are	executives
10.0%	“ “ “	professional men
9.4%	“ “ “	merchants
6.8%	“ “ “	subordinate executives
4.3%	“ “ “	public service men
6.8%	“ “ “	salesmen and travel- ing executives
9.4%	“ “ “	in clerical positions
6.4%	“ “ “	skilled craftsmen
24.5%	“ “ “	skilled laborers
8.2%	“ “ “	unskilled laborers
7.0%	“ “ “	miscellaneous

IN ZANESVILLE

<i>Vocations</i>	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
Executives	127	114	89.8
Professional	215	186	86.5
Merchants	340	284	83.5
Subordinate executives	162	127	78.4
Public service	113	93	82.3
Salesmen and travel- ing executives	206	168	81.6
Clerical	223	164	73.6
Skilled craftsmen	169	100	59.2
Skilled laborers	1310	734	56.0
Unskilled laborers	1122	461	41.0
Miscellaneous	499	322	64.5

Table 13 cont.]

IN 36 CITIES

<i>Vocations</i>	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
Executives	466	449	96.3
Professional	644	576	89.5
Merchants	600	496	82.6
Subordinate execu- tives	434	360	82.9
Public service	278	216	77.6
Salesmen and travel- ing executives	435	340	78.2
Clerical	603	366	60.6
Skilled craftsmen and artisans	411	242	58.9
Skilled laborers	1571	802	51.0
Unskilled laborers	524	139	26.5
Miscellaneous	446	308	69.0



Again the usefulness of the telephone as an index to the type of home is demonstrated. It is apparent:

That the exceptional homes where one or more servants are regularly employed are almost unanimously telephone homes.

That in Zanesville the telephone is most common in families of three and four, while in the 36 other cities and towns it is most common in families of six.

That the telephone is most used in families the heads of which are executives, professional men, merchants or salesmen, and least used by the laboring class.

X

THE FOOD THEY EAT

PROBABLY no nation in the world has so long and varied a list of foods as the United States. We have no national diet. Rice is the food of the Orient; we associate potatoes with Ireland; but there is no food that can be called thoroughly American. A population drawn from all parts of the world and dispersed over a wide area under different climatic conditions, with highly developed systems of transportation and distribution, has learned to eat and enjoy and thrive upon a thousand different kinds of foods.

Even so extensive a survey as the present one, therefore, could not be expected to produce data of universal application on the subject of food, except with regard to the packaged and canned foods which have national vogue.

Our investigators obtained much information of great interest about canned fruits and soup, and about packaged cereals. Most of this applies to

particular brands, and can not properly be given general publication. It is available to interested manufacturers upon application.

TABLE 14
SOUP

In Zanesville:

3.5% of homes serve canned soup only
28.7% “ “ “ canned and home-made soup
62.0% “ “ “ home-made only

In 36 Cities:

9.7% of homes serve canned soup only
43.7% “ “ “ canned and home-made soup
38.7% “ “ “ home-made only

IN ZANESVILLE

<i>Kind of Soup Served</i>	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
Canned only	157	87	55.4
Canned and home-made	1311	897	68.4
Home-made only	2835	1655	58.4

IN 36 CITIES

<i>Kind of Soup Served</i>	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
Canned only	632	381	60.4
Canned and home-made	2865	1980	69.1
Home-made only	2532	1640	64.8

Sun	Mon	Tue	Wed	Thu	Fri	Sat	%
							10
							15
							23
							23
							22
							8

FREQUENCY	Number	Per Cent
DAILY OR OFTENER	621	9.5
EVERY OTHER DAY	974	14.8
TWICE A WEEK	1512	23.0
ONCE A WEEK	1524	23.2
LESS THAN ONCE A WEEK	1411	21.6
NEVER	516	7.9
Total	6558	

*When SOUP is Served
in 36 Cities*

Average America is a user of package cereals. By far the largest percentage of users serve them at least once a day. And approximately two-thirds of those who use them at all are telephone subscribers.

TABLE 15
PACKAGE CEREALS

In Zanesville:

44.4%	of homes serve package cereals daily or oftener
12.3%	" " " " " every other day
11.1%	" " " " " twice a week
7.5%	" " " " " once a week
5.0%	" " " " " less than weekly

In 36 Cities:

53.5%	of homes serve package cereals daily or oftener
14.0%	" " " " " every other day
7.6%	" " " " " twice a week
2.5%	" " " " " once a week
1.6%	" " " " " less than weekly

IN ZANESVILLE

<i>How Often Package Cereals are Served</i>	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
Daily or oftener	2003	1301	65.0
Every other day	556	322	58.0
Twice a week	500	292	58.4
Once a week	339	212	62.5
Less than once a week	226	144	63.6

Table 15 cont.]

IN 36 CITIES

<i>How Often Package Cereals are Served</i>	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
Daily or oftener	3446	2483	72.1
Every other day	898	563	62.7
Twice a week	492	314	63.8
Once a week	166	111	66.8
Less than once a week	103	66	64.1

Average America is learning to leave the canning of its fruit to specialists.

TABLE 16
CANNED FRUIT

In Zanesville:

47.9% of the homes use canned fruits

In 36 Cities:

60.7% of the homes use canned fruits

IN ZANESVILLE

	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
Canned fruit users	2170	1454	67.0

IN 36 CITIES

	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
Canned fruit users	3887	2862	73.7

Table 16 cont.]

CANNED FRUIT PREFERENCE

In Zanesville:

66.0% of the users have no brand preference

In 36 Cities:

51.2% of the users have no brand preference

IN ZANESVILLE			
	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
No brand preference	1432	884	61.7

IN 36 CITIES			
	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
No brand preference	1987	1233	62.1

Telephone homes are again shown to be the larger consumers of these modern types of food, and the higher the quality and price, the greater the percentage of telephone homes among its users.

XI

THEIR MONEY AND HOW THEY SPEND IT

FOR a number of years the income tax returns were taken seriously as a means of studying the buying power of markets and groups—and even of individuals during the brief period in which publicity was given to individual tax returns.

Income tax lists are dwindling. Evasions, exemptions and frequent changes in the law made all lists untrustworthy, and comparisons from year to year of little value. The agricultural sections, for example, never figured in the tax returns at their full importance.

There is a growing acceptance among sales organizations of the fact that the home telephone is a good and useful index to relative buying power. The relation of the telephone to ordinary standards of wealth—family income and investment in securities—is shown in the following tables:

TABLE 17
ANNUAL INCOMES

In Zanesville:

70.5%	of homes have	\$2,000 or less
19.0%	“ “ “	from \$2,500 to \$3,000
8.4%	“ “ “	“ \$3,500 to \$5,000
1.4%	“ “ “	“ \$5,500 to \$9,000
0.6%	“ “ “	more than \$9,000

In 36 Cities:

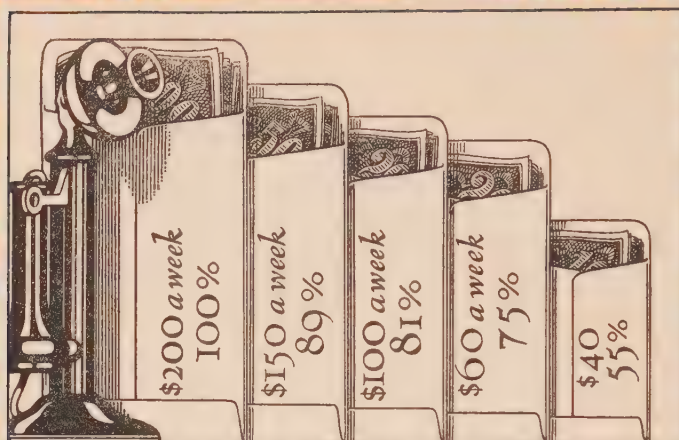
38.1%	of homes have	\$2,000 or less
28.8%	“ “ “	from \$2,500 to \$3,000
21.1%	“ “ “	“ \$3,500 to \$5,000
6.9%	“ “ “	“ \$5,500 to \$9,000
5.2%	“ “ “	more than \$9,000

IN ZANESVILLE

<i>Income</i>	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
\$2,000 or less	3207	1751	54.6
\$2,500 to \$3,000	866	652	75.3
\$3,500 to \$5,000	382	308	80.6
\$5,500 to \$9,000	65	58	89.2
More than \$9,000	29	29	100.0

Weighted Averages

Telephone Homes	\$2,363
Non-Telephone Homes	\$1,696



ESTIMATED INCOME	Number	Per Cent	Telephone Homes Per Cent	Non-Telephone Homes—Per Cent
\$2,000 AND UNDER	3207	70.6	54.6	45.4
\$2,500 - \$3,000	866	19.0	75.3	24.7
\$3,500 - \$5,000	382	8.4	80.6	19.4
\$5,500 - \$9,000	65	1.4	89.2	10.8
OVER \$9,000	29	0.6	100.0	—
Total	4549			
WEIGHTED AVERAGES	\$2,106		\$2,363	\$1,696

*Proportion of Telephone Homes
in Zanesville by
INCOME*

Table 17 cont.]

IN 36 CITIES

<i>Income</i>	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
\$2,000 or less	2488	1207	48.5
\$2,500 to \$3,000	1878	1326	70.7
\$3,500 to \$5,000	1377	1123	81.5
\$5,500 to \$9,000	452	402	88.9
More than \$9,000	341	325	95.3

Weighted Averages

Telephone Homes	\$4,437
Non-Telephone Homes	\$2,572

Note the wide difference between the percentage of stock owners having telephones and the percentage of non-stock owners having telephones.

TABLE 18

STOCK INVESTMENT

In Zanesville:

10.9% of the families invest in corporation stocks

In 36 Cities:

16.0% of the families invest in corporation stocks

IN ZANESVILLE

	<i>No. of Families</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
Investors	474	407	85.9
Non-investors *	3538	2008	56.8

Table 18 cont.]

IN 36 CITIES

	<i>No. of Families</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
Investors	986	887	90.0
Non-investors	4473	2663	59.5

The figures on the ownership of bonds quite naturally parallel closely those on stock ownership. Here again we find the sharp contrast between the percentage of investors having telephones and the percentage of non-investors having telephones.

TABLE 19

BOND INVESTMENT

In Zanesville:

11.2% of the families invest in corporation or municipal bonds

In 36 Cities:

16.0% of the families invest in corporation or municipal bonds

IN ZANESVILLE

	<i>No. of Families</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
Investors	484	410	84.7
Non-investors	3510	1989	56.7

Table 19 cont.]

IN 36 CITIES

	<i>No. of Families</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
Investors	985	860	87.3
Non-investors	4437	2663	59.9

The practice of investigating thoroughly the customer who wishes to open a charge account insures the desirability of charge account customers. There is a direct relation between the telephone and these families, as the following table shows:

TABLE 20

CHARGE ACCOUNTS

In Zanesville:

71.1%	of families maintain no	charge accounts
16.7%	“ “ “ one	“ account
5.7%	“ “ “ two	“ accounts
3.3%	“ “ “ three	“ “
1.6%	“ “ “ four	“ “
0.7%	“ “ “ five	“ “
0.4%	“ “ “ six	“ “
0.2%	“ “ “ seven	“ “
0.4%	“ “ “ eight	“ “
0.1%	“ “ “ nine	“ “
0.1%	“ “ “ ten or more charge accts.	

Table 20 cont.]

In 36 Cities:

50.9%	of families maintain no	charge accounts
19.9%	" " " one	" account
14.9%	" " " two	" accounts
7.3%	" " " three	" "
3.2%	" " " four	" "
1.8%	" " " five	" "
1.0%	" " " six	" "
0.1%	" " " seven	" "
0.3%	" " " eight	" "
0.5%	" " " ten or more	charge accts.

IN ZANESVILLE

<i>No. of Charge Accounts</i>	<i>No. of Families</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
One	740	495	66.9
Two	253	178	70.3
Three	146	118	80.8
Four	70	63	90.0
Five	31	26	83.9
Six	16	16	100.0
Seven	8	8	100.0
Eight	16	16	100.0
Nine	1	1	100.0
Ten or more	1	1	100.0

Table 20 cont.]

IN 36 CITIES

<i>No. of Charge Accounts</i>	<i>No. of Families</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
One	1256	172	69.4
Two	938	712	75.9
Three	460	395	85.9
Four	204	191	93.6
Five	112	106	94.6
Six	63	61	96.8
Seven	9	8	88.8
Eight	21	19	90.5
Ten or more	33	29	87.9

To summarize, we find:

That the average income of telephone homes is much greater than that of non-telephone homes.

That from 85 to 90 per cent of the owners of stocks and bonds are in telephone homes, while less than 60 per cent of those holding no stocks or bonds are telephone subscribers.

That the more charge accounts a family maintains the more likely it is to have a telephone.

XII

THE AMERICAN FAMILY OUT OF DOORS

WE ARE an outdoor people. Nowhere else in the world are there so many automobiles in total or per capita. Nowhere else have so many different sports reached so high a state of development. Nowhere else have vacations, travel, summer camps and cottages become so general.

But in spite of the popular impression, it is not yet true that "everybody has a car," or that "everybody goes away in the summer." In spite of modern talk about market saturation, automobile manufacturers, travel companies and railways, and the makers of every sort of outdoor equipment still have great potential markets.

More than 40 percent of the homes visited by our investigators have no automobiles. Less than seven percent—and in Zanesville less than three percent—have as yet reached the point of owning more than one car.

TABLE 2 I
AUTOMOBILES

In Zanesville:

49.2% of families own no automobile
 48.0% “ “ “ one automobile
 2.3% “ “ “ two automobiles
 0.5% “ “ “ three or more automobiles

In 36 Cities:

40.6% of families own no automobile
 52.9% “ “ “ one automobile
 5.6% “ “ “ two automobiles
 0.9% “ “ “ three or more automobiles

IN ZANESVILLE

<i>Number of Cars</i>	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
None	2262	1215	53.7
One	2203	1487	67.5
Two	107	96	89.7
Three or more	24	22	91.7

IN 36 CITIES

<i>Number of Cars</i>	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
None	2693	1429	53.1
One	3507	2632	75.0
Two	372	334	89.8
Three or more	61	60	98.4

ZANESVILLE



NO. OF CARS	Number	Per Cent	Telephone Homes Per Cent	Non-Telephone Homes—Per Cent
NONE	2262	49.2		
ONE CAR	2203	48.0	67.5	32.5
TWO CARS	107	2.3	89.7	10.3
THREE OR MORE	24	0.5	91.7	8.3
<i>Average Number of Cars per 100 Homes</i>	54.4		62.1	42.0

PRICE OF CAR				
\$1,000 OR UNDER	1279	54.8	59.3	40.7
\$1,000 - \$1,400	486	20.8	75.5	24.5
\$1,400 - \$2,400	500	21.4	83.4	16.6
\$2,400 - \$3,000	51	2.2	92.2	7.8
\$3,000 OR OVER	18	0.8	88.9	11.1
<i>Total Automobile Owners</i>	2334			

AUTOMOBILES in Zanesville

TABLE 22

PRICE OF AUTOMOBILES

In Zanesville:

54.8%	of owners have cars valued at \$1,000 or under
20.8%	" " " " " " \$1,000 to \$1,400
21.4%	" " " " " " \$1,400 to \$2,400
2.2%	" " " " " " \$2,400 to \$3,000
0.8%	" " " " " " \$3,000 and over

In 36 Cities:

43.1%	of owners have cars valued at \$1,000 or under
19.7%	" " " " " " \$1,000 to \$1,400
27.3%	" " " " " " \$1,400 to \$2,400
6.6%	" " " " " " \$2,400 to \$3,000
3.2%	" " " " " " \$3,000 and over

<i>Price Division</i>	IN ZANESVILLE		<i>No. having Percent having</i>	
	<i>No. of Homes</i>	<i>Telephones</i>	<i>Telephones</i>	
\$1,000 or under	1279	759	59.3	
\$1,000 to \$1,400	486	367	75.5	
\$1,400 to \$2,400	500	417	83.4	
\$2,400 to \$3,000	51	47	92.2	
\$3,000 and over	18	16	88.9	

<i>Price Division</i>	IN 36 CITIES		<i>No. having Percent having</i>	
	<i>No. of Homes</i>	<i>Telephones</i>	<i>Telephones</i>	
\$1,000 or under	1690	1070	63.3	
\$1,000 to \$1,400	773	621	80.3	
\$1,400 to \$2,400	1071	949	88.6	
\$2,400 to \$3,000	260	244	93.8	
\$3,000 and over	124	121	97.5	

TABLE 23

TRAVEL

In Zanesville:

3.6%	of families take frequent business trips
4.8%	“ “ “ “ pleasure “
2.5%	“ “ “ seasonal business “
39.0%	“ “ “ “ pleasure “
51.4%	“ “ “ few or no trips

In 36 Cities:

4.5%	of families take frequent business trips
6.9%	“ “ “ “ pleasure “
6.3%	“ “ “ seasonal business “
46.6%	“ “ “ “ pleasure “
41.9%	“ “ “ few or no trips

IN ZANESVILLE

<i>Amount of Travel</i>	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
Frequent business trips	163	138	84.7
Frequent pleasure trips	219	179	81.7
Seasonal business trips	113	73	64.6
Seasonal pleasure trips	1784	1285	72.0
Little or none	2353	1187	50.5

IN 36 CITIES

<i>Amount of Travel</i>	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
Frequent business trips	294	255	86.7
Frequent pleasure trips	453	410	90.5
Seasonal business trips	411	358	87.1
Seasonal pleasure trips	3058	2414	79.0
Little or none	2748	1382	50.3

TABLE 24

PATRONAGE OF RESORTS

In Zanesville:

0.9% patronize pleasure or health resorts extensively
 7.2% " " " " " moderately
 20.2% " " " " " little
 71.8% do not patronize pleasure or health resorts

In 36 Cities:

1.4% patronize pleasure or health resorts extensively
 9.7% " " " " " moderately
 24.0% " " " " " little
 65.0% do not patronize pleasure or health resorts

IN ZANESVILLE

<i>Patronage of Pleasure or Health Resorts</i>	<i>No. of Families</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
Extended	38	33	84.9
Moderate	326	240	64.2
Little	914	661	72.3
None	3254	1844	56.6

IN 36 CITIES

<i>Patronage of Pleasure or Health Resorts</i>	<i>No. of Families</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
Extended	86	81	94.2
Moderate	611	544	89.0
Little	1515	1216	80.2
None	4113	2413	58.6

TABLE 25
SUMMER HOMES

In Zanesville:

2.6% own summer homes, cottages or camps
97.4% do not own summer homes, cottages or camps

In 36 Cities:

6.9% own summer homes, cottages or camps
93.1% do not own summer homes, cottages or camps

IN ZANESVILLE

<i>Summer Home, Cottage or Camp</i>	<i>No. of Families</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
Yes	116	81	69.8
No	4377	2672	61.0

IN 36 CITIES

<i>Summer Home, Cottage or Camp</i>	<i>No. of Families</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
Yes	448	410	91.5
No	6026	3934	65.2

The following table shows how average America spends its play hours. It is significant that the families who are able to indulge the universal urge for recreation are the families who have, first of all, a telephone.

TABLE 26

SPORTING EQUIPMENT

In Zanesville:

2.6%	of families own	golf outfits
0.2%	" " "	motor or sail boats
1.0%	" " "	boats or canoes
21.9%	" " "	guns
17.0%	" " "	fishing outfits
0.7%	" " "	motor cycles

In 36 Cities:

11.9%	of families own	golf outfits
1.3%	" " "	motor or sail boats
2.7%	" " "	boats or canoes
22.6%	" " "	guns
24.8%	" " "	fishing outfits
0.8%	" " "	motor cycles

IN ZANESVILLE

<i>Sporting Equipment Owned</i>	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
Golf outfits	119	111	93.3
Motor or sail boats	11	5	45.4
Boats or canoes	44	35	79.6
Guns	1006	608	60.4
Fishing outfits	781	528	67.6
Motor cycles	31	18	58.1

Table 26 cont.]

IN 36 CITIES

<i>Sporting Equipment Owned</i>	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
Golf outfits	790	741	93.8
Motor or sail boats	85	74	87.0
Boats or canoes	181	149	82.3
Guns	1502	1122	74.7
Fishing outfits	1644	1219	74.2
Motor cycles	51	26	51.0

The same impulse that makes a family want a telephone inside the house makes it want to be active outside the house. *The average number of cars per 100 telephone homes is 62.1 in Zanesville, and 78.1 in the 36 other cities, as against 42.0 and 43.8 respectively in non-telephone homes. Homes that require more than one car are almost unanimously telephone homes.*

More than 80 percent of those who travel frequently are telephone subscribers.

More than 93 percent of the golfers are telephone subscribers.

XIII

ENTERTAINMENT AND DIVERSION OF THE HOME

ANY such survey as this must of necessity deal chiefly with the material possessions of the home. Spiritual or cultural values are difficult to assess. Yet these characteristics of the home are often clearly mirrored in the physical environment which it builds about itself and in the way in which the members of the household seek diversion and entertainment.

What the people of "average America" do in their spare time—the kind of reading matter they enjoy, the hobbies to which they devote themselves, the things that they like best when work can be forgotten—these things are significant.

The four tables below record the extent to which cameras, radio equipment, musical instruments and hobbies have become a part of the home-life.



TABLE 27

OWNERSHIP OF CAMERAS

In Zanesville:

24.5% of the homes have cameras

In 36 Cities:

35.3% of the homes have cameras

IN ZANESVILLE

<i>No. owning Cameras</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
1127	792	70.3

IN 36 CITIES

<i>No. owning Cameras</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
2344	1810	77.2



Born in an age of efficient advertising and speedy publicity, the radio quickly won an almost universal popularity. We have come to visualize the radio set as a part of the equipment of every modern home.

And yet 84% of the families in Zanesville and 63% of the families in the 36 other American communities still have no radio.

Of further interest is the fact that in general

the better the radio set the more likely the presence of a telephone in the home.



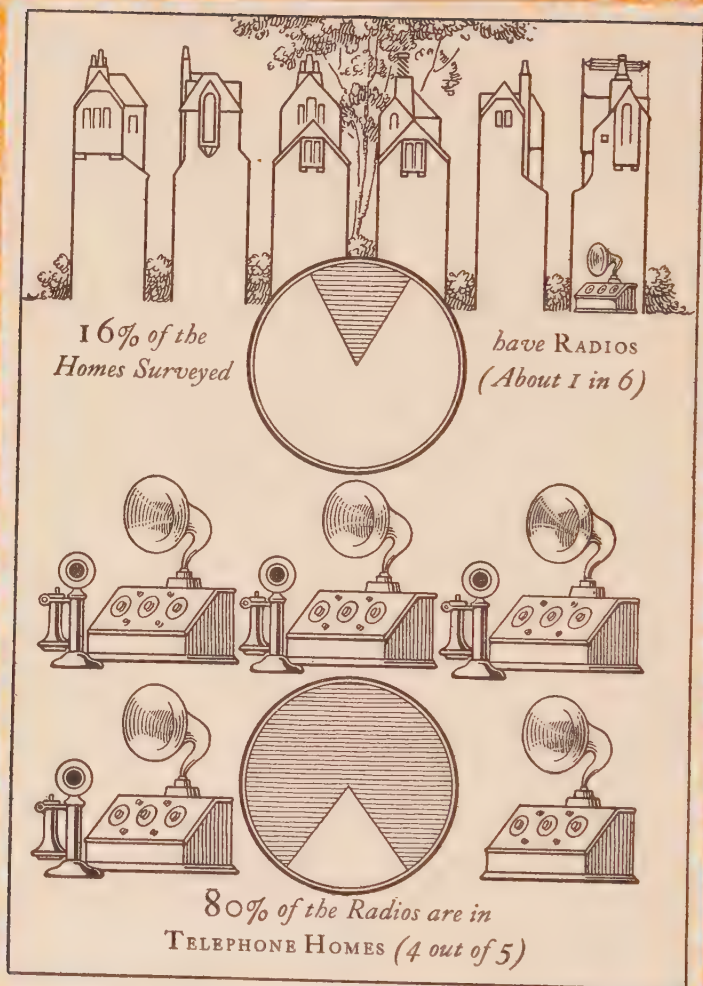
TABLE 28
RADIO EQUIPMENT

In Zanesville:

84.0% of families have no radio				
0.3%	"	"	"	a crystal set
0.5%	"	"	"	one tube set
0.9%	"	"	"	two tube set
3.0%	"	"	"	three tube set
1.8%	"	"	"	four tube set
6.4%	"	"	"	five tube set
1.6%	"	"	"	six tube set
0.3%	"	"	"	seven tube set
1.1%	"	"	"	eight tube set

In 36 Cities:

63.9% of families have no radio				
4.7%	"	"	"	a crystal set
1.1%	"	"	"	one tube set
1.7%	"	"	"	two tube set
8.3%	"	"	"	three tube set
3.3%	"	"	"	four tube set
13.2%	"	"	"	five tube set
1.5%	"	"	"	six tube set
0.6%	"	"	"	seven tube set
1.4%	"	"	"	eight tube set



RADIOS in Zanesville

Table 28 cont.]

IN ZANESVILLE

<i>Radio Equipment</i>	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
None	3704	2146	57.9
Crystal set	14	6	42.9
One tube set	23	18	78.3
Two tube set	40	23	57.5
Three tube set	130	105	80.6
Four tube set	81	58	71.6
Five tube set	281	230	81.8
Six tube set	69	60	87.0
Seven tube set	15	10	66.7
Eight tube set	48	48	100.0

IN 36 CITIES

<i>Radio Equipment</i>	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
None	4052	2431	60.0
Crystal set	296	165	55.7
One tube set	71	45	63.4
Two tube set	113	71	62.8
Three tube set	526	425	80.8
Four tube set	208	177	85.1
Five tube set	834	731	87.6
Six tube set	95	86	90.5
Seven tube set	36	33	91.7
Eight tube set	88	80	91.9



TABLE 29
MUSICAL INSTRUMENTS

In Zanesville:

43.3% of families own pianos
 3.2% " " " organs
 54.0% " " " phonographs
 7.8% " " " other musical instruments

In 36 Cities:

50.8% of families own pianos
 1.1% " " " organs
 58.9% " " " phonographs
 11.0% " " " other musical instruments

IN ZANESVILLE

<i>Musical Instrument</i>	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
Piano	1990	1516	76.2
Organ	149	57	38.3
Phonograph	2480	1668	67.3
Other musical instruments	358	219	61.2

IN 36 CITIES

<i>Musical Instrument</i>	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
Piano	3370	2578	76.5
Organ	70	37	57.8
Phonograph	3907	2885	73.8
Other musical instruments	731	537	73.4

TABLE 30

HOBBIES

In Zanesville:

29.1%	of families are most interested in magazines
16.9%	" " " " " " books
25.0%	" " " " " " music
10.0%	" " " " " " radio
16.3%	" " " " " " motoring
1.0%	" " " " " " golf
13.6%	" " " " " " gardening
15.5%	" " " " " " moving pic- tures
2.2%	" " " " " " the theatre
29.1%	" " have other interests

In 36 Cities:

18.0%	of families are most interested in magazines
15.2%	" " " " " " books
16.7%	" " " " " " music
16.9%	" " " " " " radio
25.0%	" " " " " " motoring
6.5%	" " " " " " golf
5.3%	" " " " " " gardening
17.4%	" " " " " " moving pic- tures
5.8%	" " " " " " the theatre
40.2%	" " have other interests

Table 30 cont.]

*Greatest Interests
or Hobbies*

IN ZANESVILLE

	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
Magazines	1188	893	75.2
Books	689	481	69.8
Music	1019	679	65.6
Radio	408	318	78.0
Motoring	664	423	63.7
Golf	41	36	87.8
Gardening	556	309	53.7
Moving pictures	632	339	53.6
Theatre	91	61	67.0
Other	1187	733	61.8

IN 36 CITIES

*Greatest Interests
or Hobbies*

	<i>No. of Homes</i>	<i>No. having Telephones</i>	<i>Percent having Telephones</i>
Magazines	1112	921	82.8
Books	939	746	79.4
Music	1306	945	72.4
Radio	1045	833	79.7
Motoring	1426	1108	77.7
Golf	404	389	96.3
Gardening	331	173	52.2
Moving pictures	1078	680	63.1
Theatre	360	290	80.5
Other	2487	1573	63.2



Telephone subscribers, it will be noted, make up:

More than 70 percent of the camera owners.

About 80 percent of the owners of radio sets.

More than 75 percent of those who read magazines.

Yet there is no single cultural interest which has been developed to anything approaching its maximum. Cameras have been sold to only 25 percent of the homes in Zanesville. Phonographs have reached less than 60 percent of the total market.

Advertising and merchandising to the telephone homes of America is the most direct and practical means of obtaining large increases in volume business.

XIV

THE ALERT PEOPLE OF ZANESVILLE

TO SUPPLEMENT the survey made by R. O. Eastman, Inc., but not as a part of it, The Literary Digest sent an interesting questionnaire to its own subscribers in Zanesville. The purpose was to get beneath the surface of life in Zanesville sufficiently to understand somewhat its social activities and the parts played in those activities by Digest subscribers.

“What does a Zanesville man do?” and “What does a Zanesville woman do?” were the pointed inquiries. The loyalty of Digest subscribers, their civic spirit and willingness to take part in a movement to gather important information, were shown by the fact that 43 percent of the subscribers responded carefully and fully.

The Digest is proud of its Zanesville subscribers. They are good citizens. In the affairs of business, church, city and state they are taking active parts. And in their busy lives they have found time to

improve their personal standards of living. Their homes are those of prosperous, alert families, happy in intelligent progress.

Of the Zanesville Men reading The Literary Digest:

- 94.0% carry fire insurance
- 89.0% carry life insurance
- 86.5% have a checking account
- 84.5% go to church
- 77.0% do repairs about the house
- 77.5% are members of a fraternal order
- 77.5% have a savings bank account
- 81.0% drive a motor car
- 71.5% go to moving pictures
- 68.0% go to public meetings
- 66.5% go to lectures
- 65.0% carry accident insurance
- 63.0% go to concerts
- 60.5% travel for pleasure
- 60.0% do charitable or welfare work
- 59.0% own stocks
- 58.5% work in the garden
- 51.0% are active in church affairs
- 49.5% attend political meetings
- 49.5% travel on business
- 47.5% are members of clubs
- 44.0% own bonds
- 41.5% have a radio
- 40.0% attend business luncheons

39.5% play outdoor games
38.0% attend business dinners
37.5% help the children with their home work
34.0% are members of the Chamber of Commerce
33.5% use the public library
30.5% are members of a luncheon club
24.0% are on a civic committee
20.0% are members of a country club
15.5% play golf
11.0% have been to Europe
7.5% are on a political committee
3.4% are members of a tennis club

Zanesville women are not sacrificing the interests of their homes and families for other things. But modern conveniences make it possible for them to have an active part in interests for which their mothers and grandmothers could not find the time. 89 percent of them buy daily food for their households. Yet they attend public meetings, engage in welfare work, go out to luncheons, belong to literary and bridge clubs, help their children with school work, travel for pleasure, and drive motor cars. It is becoming more and more easy for the hand that rocks the cradle to have a definite part in the affairs that rule the world.

For fifteen years The Literary Digest has quoted with exactness the average number of women

readers per copy, and at regular intervals it has made investigations to determine the number. Each investigation has shown a higher average than the preceding one—proving that women's interest in *The Literary Digest* in the present generation has grown steadily and tremendously until now we have slightly more women readers than we have men.

Of the Zanesville Women reading The Literary Digest:

- 92.0% go to church
- 89.0% buy daily food for the household
- 88.5% entertain at home
- 87.0% work in the kitchen
- 83.0% go to moving pictures
- 80.0% do their own housekeeping
- 81.0% make calls in the neighborhood
- 77.5% go to concerts
- 70.0% go out for luncheons, teas or dinners
- 69.0% have a savings bank account
- 67.0% travel for pleasure
- 63.0% engage in charitable or welfare work
- 59.0% take part in week-day church activities
- 56.0% have a checking account
- 52.0% attend club meetings
- 52.0% go to the public library
- 51.0% go to Sunday school
- 50.0% visit the school occasionally
- 49.0% tend a garden

- 45.0% carry life insurance
- 43.5% help the children with their home work
- 41.5% attend public meetings
- 36.5% attend political meetings
- 32.5% drive a motor car
- 31.0% own stocks
- 31.0% own bonds
- 27.5% are members of a literary club
- 20.0% belong to a bridge club
- 16.0% play outdoor games
- 13.5% are members of a dramatic club
- 12.5% have been to Europe
- 11.0% take the children to school
- 8.5% work at store, office or factory
- 6.5% take music lessons
- 5.0% play golf
- 5.0% give music lessons
- 1.5% are members of a political committee

These are the influential families of Zanesville. They come from every level of income and every stratum of society, but they have one common characteristic—a mental alertness which expresses itself in the desire to “keep up” on what the world is doing in every phase of its activity.

* * * *

In the foregoing chapters the attempt has been made to give a faithful picture of the average

American home—the ultimate consumer of our products. It has been seen that the homes which buy the largest share of these products are the homes with telephones.

The Digest emphasizes its claim to advertising power among telephone subscribers because of all general magazines it has the largest percentage of readers in telephone homes and because the million telephone homes it does reach are the best million.

They are the best million because in every community, just as in Zanesville, they are the mentally keen, thinking citizens whose judgments are respected, whose opinions are sought, whose leadership is followed.

The favorable opinion of the kind of people who read The Literary Digest establishes the reputation of any high grade commodity in the most responsive and progressive market in the United States—the telephone market.

ZANESVILLE
and 36 other
American Communities

PART TWO

ILLUSTRATIVE CHARTS

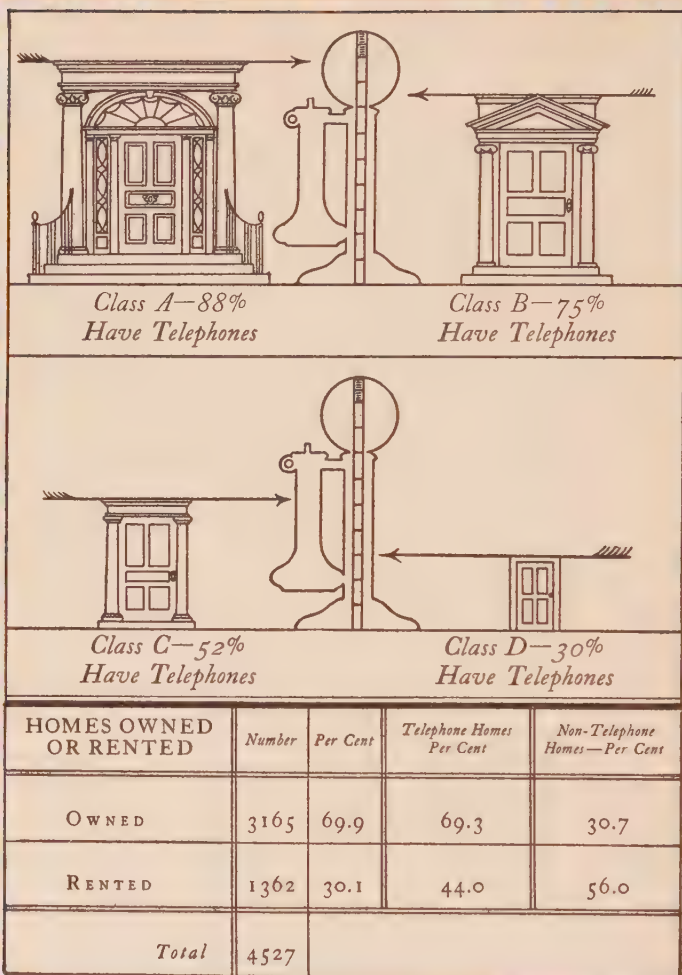
*Each illustration in Part One is
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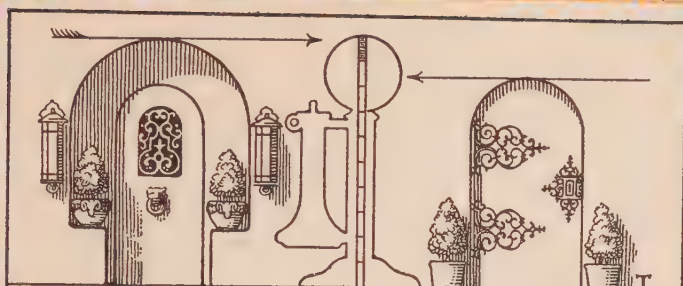
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ZANESVILLE



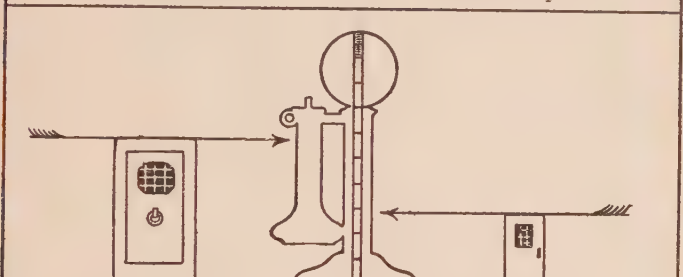
CLASSES OF HOMES in Zanesville

36 CITIES



*Class A—97%
Have Telephones*

*Class B—84%
Have Telephones*

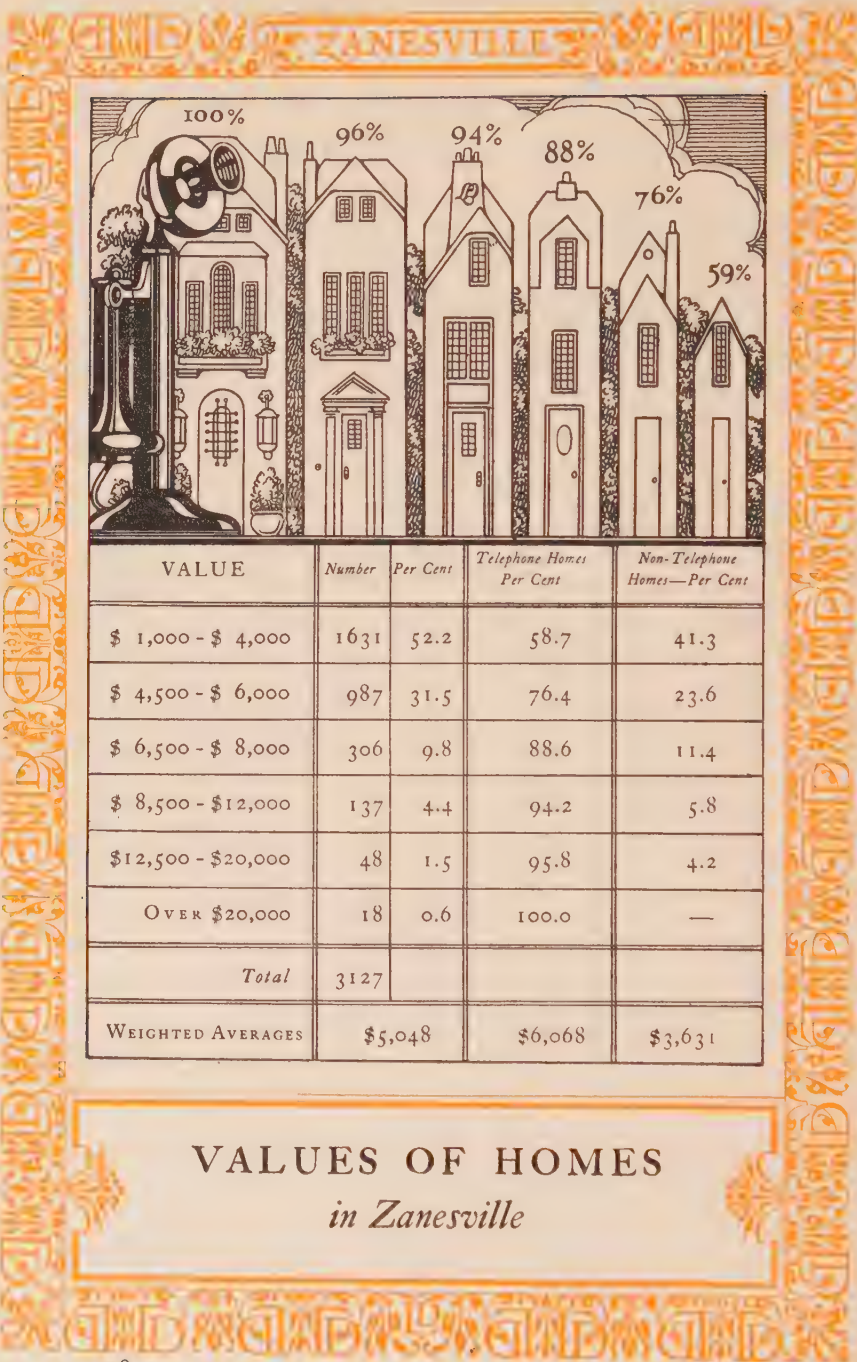


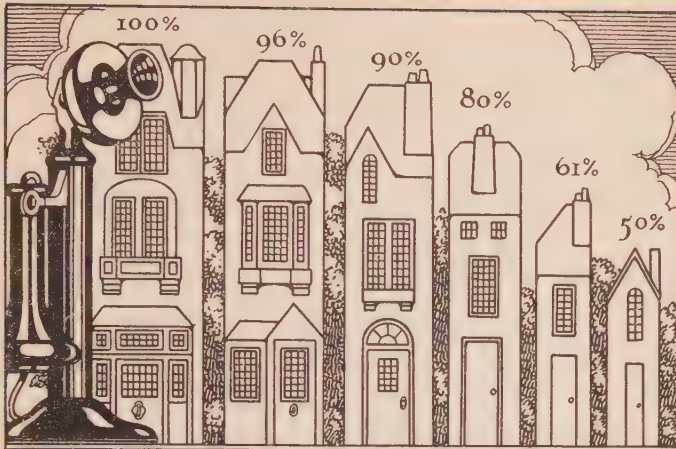
*Class C—57%
Have Telephones*

*Class D—28%
Have Telephones*

HOMES OWNED OR RENTED	Number	Per Cent	Telephone Homes Per Cent	Non-Telephone Homes—Per Cent
OWNED	4445	71.4	75.7	24.3
RENTED	1777	28.6	47.2	52.8
Total	6222			

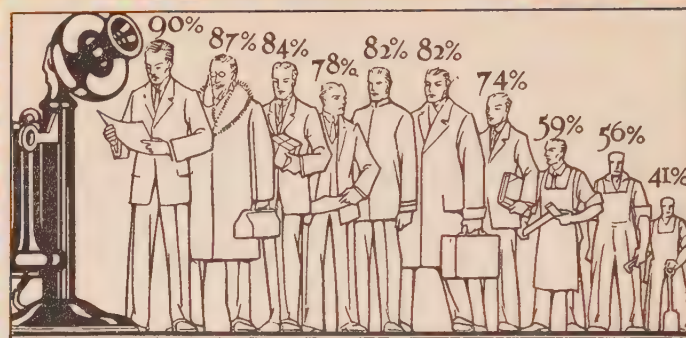
CLASSES OF HOMES in 36 Cities





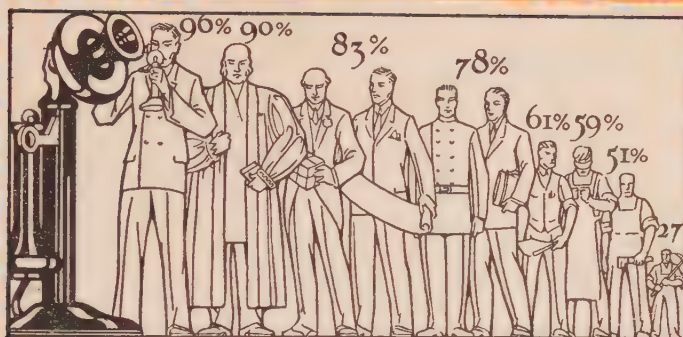
VALUE	Number	Per Cent	Telephone Homes Per Cent	Non-Telephone Homes—Per Cent
\$ 1,000 - \$ 4,000	557	12.9	49.6	50.4
\$ 4,500 - \$ 6,000	1162	26.9	61.1	38.9
\$ 6,500 - \$ 8,000	1061	24.6	79.5	20.5
\$ 8,500 - \$12,000	948	22.0	90.0	10.0
\$12,500 - \$20,000	363	8.4	96.1	3.9
OVER \$20,000	226	5.2	100.0	—
<i>Total</i>	4317			
WEIGHTED AVERAGES	\$8,671		\$9,932	\$6,450

VALUES OF HOMES in 36 Cities



VOCATIONS	Number	Per Cent	Telephone Homes Per Cent	Non-Telephone Homes—Per Cent
EXECUTIVES	127	2.8	89.8	10.2
PROFESSIONAL	215	4.8	86.5	13.5
MERCHANTS	340	7.6	83.5	16.5
SUB-EXECUTIVES	162	3.6	78.4	21.6
PUBLIC SERVICE	113	2.5	82.3	17.7
SALESMEN & TRAVEL- ING EXECUTIVES	206	4.6	81.6	18.4
CLERICAL	223	5.0	73.6	26.4
SKILLED CRAFTSMEN AND ARTISANS	169	3.8	59.2	40.8
SKILLED LABOR	1310	29.2	56.0	44.0
UNSKILLED LABOR	1122	25.0	41.0	59.0
MISCELLANEOUS	499	11.1	64.5	35.5
Total	4486			

*Proportion of Telephone Homes
in Zanesville by
VOCATIONS*



VOCATIONS	Number	Per Cent	Telephone Homes Per Cent	Non-Telephone Homes—Per Cent
EXECUTIVES	466	7.3	96.3	3.7
PROFESSIONAL	644	10.0	89.5	10.5
MERCHANTS	600	9.3	82.6	17.4
SUB-EXECUTIVES	434	6.8	82.9	17.1
PUBLIC SERVICE	278	4.3	77.6	22.4
SALESMEN & TRAVEL- ING EXECUTIVES	435	6.8	78.2	21.8
CLERICAL	603	9.4	60.6	39.4
SKILLED CRAFTSMEN AND ARTISANS	411	6.4	58.9	41.1
SKILLED LABOR	1571	24.5	51.0	49.0
UNSKILLED LABOR	524	8.2	26.5	73.5
MISCELLANEOUS	446	7.0	69.0	31.0
<i>Total</i>	6412			

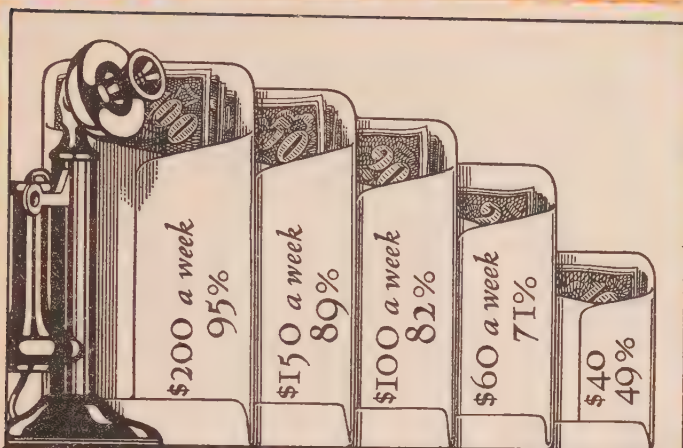
*Proportion of Telephone Homes
in 36 Cities by
VOCATIONS*



ESTIMATED INCOME	Number	Per Cent	Telephone Homes Per Cent	Non-Telephone Homes—Per Cent
\$2,000 AND UNDER	3207	70.6	54.6	45.4
\$2,500 - \$3,000	866	19.0	75.3	24.7
\$3,500 - \$5,000	382	8.4	80.6	19.4
\$5,500 - \$9,000	65	1.4	89.2	10.8
OVER \$9,000	29	0.6	100.0	—
<i>Total</i>	4549			
WEIGHTED AVERAGES	\$2,106		\$2,363	\$1,696

*Proportion of Telephone Homes
in Zanesville by*
INCOME

36 CITIES

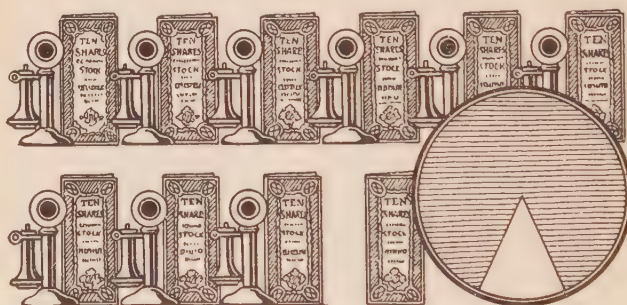


ESTIMATED INCOME	Number	Per Cent	Telephone Homes Per Cent	Non-Telephone Homes—Per Cent
\$2,000 AND UNDER	2488	38.0	48.5	51.5
\$2,500 - \$3,000	1878	28.8	70.6	29.4
\$3,500 - \$5,000	1377	21.1	81.6	18.4
\$5,500 - \$9,000	452	6.9	88.9	11.1
OVER \$9,000	341	5.2	95.3	4.7
<i>Total</i>	6536			
WEIGHTED AVERAGES	\$3,824		\$4,437	\$2,572

*Proportion of Telephone Homes
in 36 Cities by
INCOME*



In 11% of the Homes Surveyed
 CORPORATION STOCKS are owned (1 in 10)

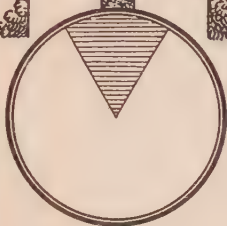


86% of these are TELEPHONE HOMES
 (Almost 9 out of 10)

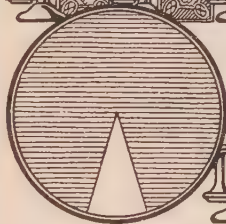
CORPORATION STOCKS

Owned in Zanesville

IN 36 CITIES



*In 16% of the Homes Surveyed
CORPORATION STOCKS are
owned (1 in 6)*

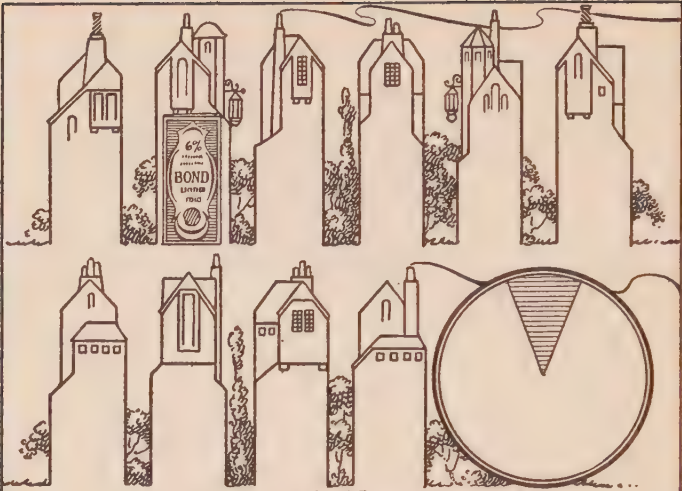


*90% of these are TELEPHONE HOMES
(9 out of 10)*

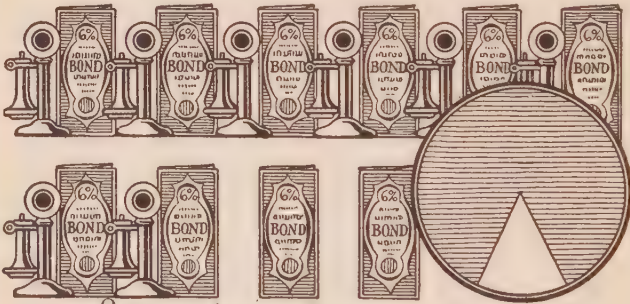
CORPORATION STOCKS

Owned in 36 Cities

ZANESVILLE



In 11% of the Homes Surveyed
INVESTMENT BONDS are owned (1 in 10)

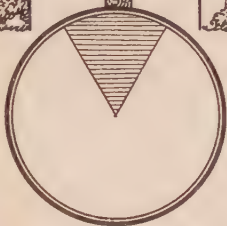


85% of these are TELEPHONE HOMES
(More than 8 out of 10)

INVESTMENT BONDS

Owned in Zanesville

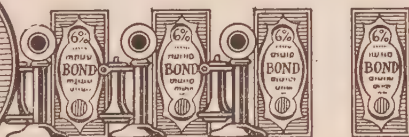
36 CITIES



In 16% of the Homes Surveyed
INVESTMENT BONDS are owned
(1 in 6)

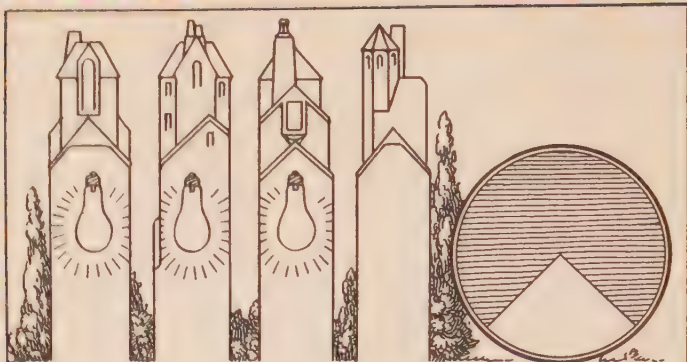
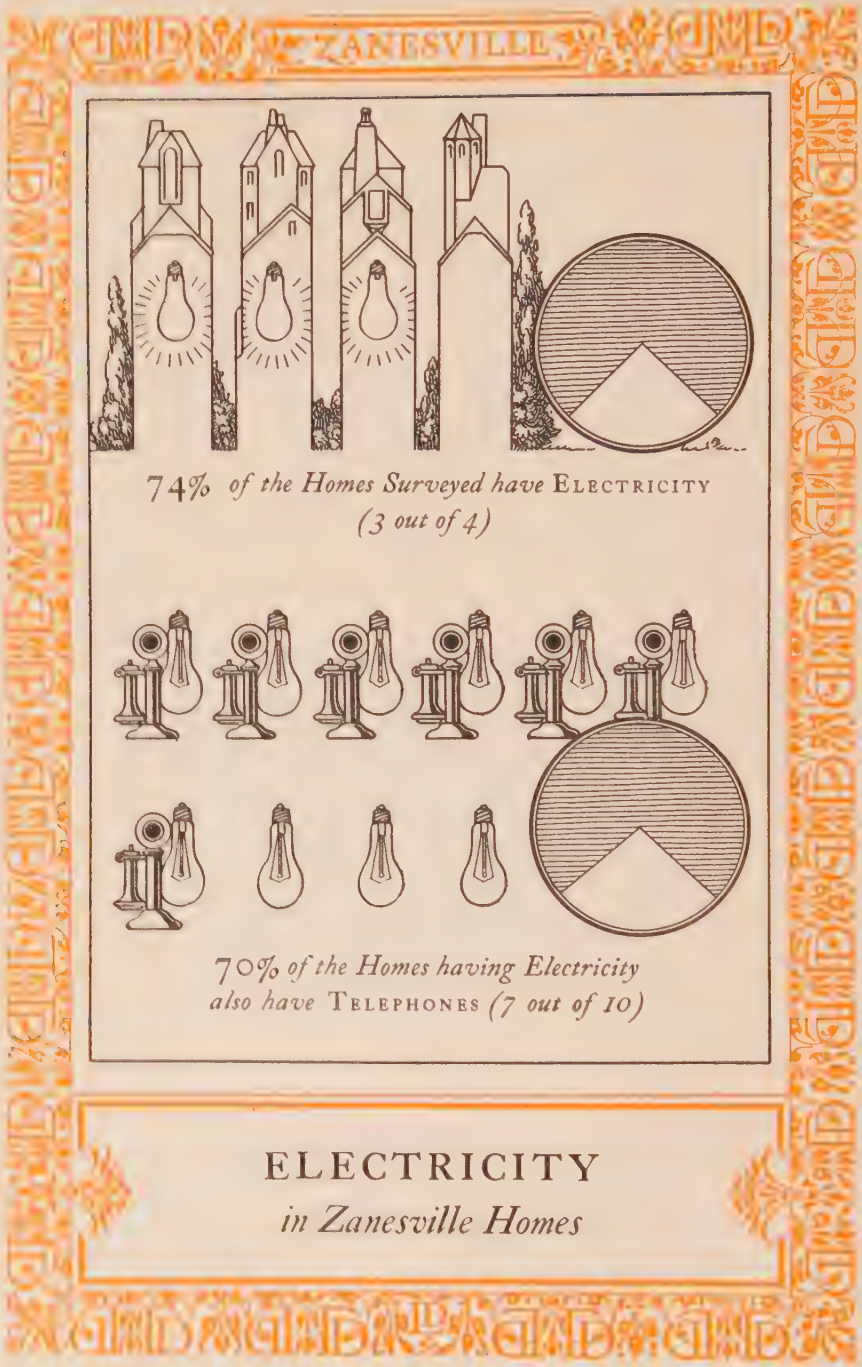


87% of these are TELEPHONE HOMES
(Almost 9 out of 10)

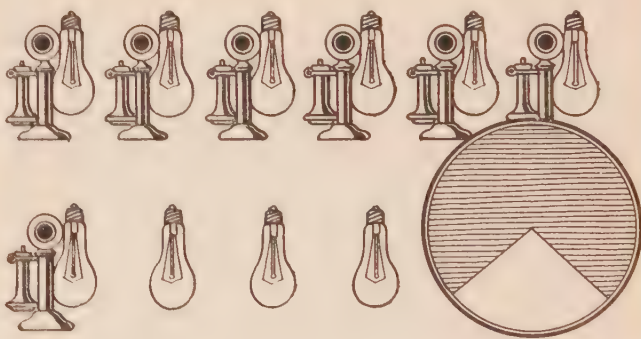


INVESTMENT BONDS

Owned in 36 Cities

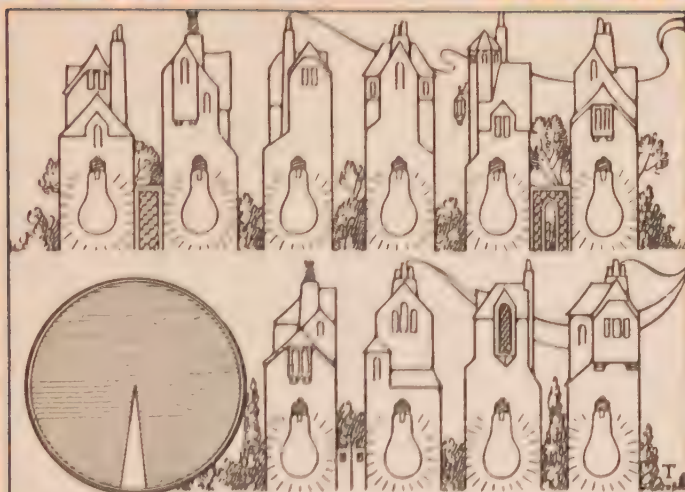


74% of the Homes Surveyed have ELECTRICITY
(3 out of 4)

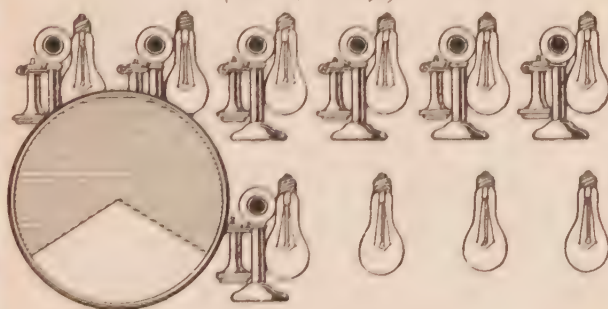


70% of the Homes having Electricity
also have TELEPHONES (7 out of 10)

ELECTRICITY in Zanesville Homes



*97% of the Homes Surveyed have ELECTRICITY
(Nearly 100%)*



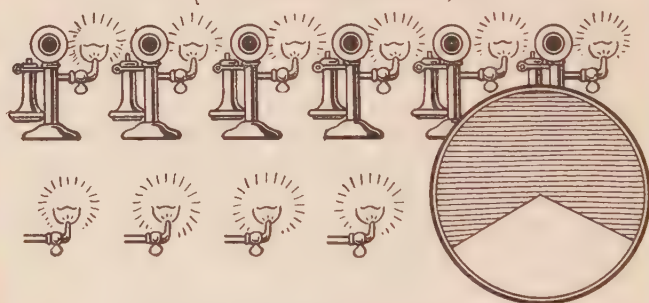
*68% of the Homes having Electricity
also have TELEPHONES (About 7 out of 10)*

ELECTRICITY *in the Homes of 36 Cities*

ZANESVILLE



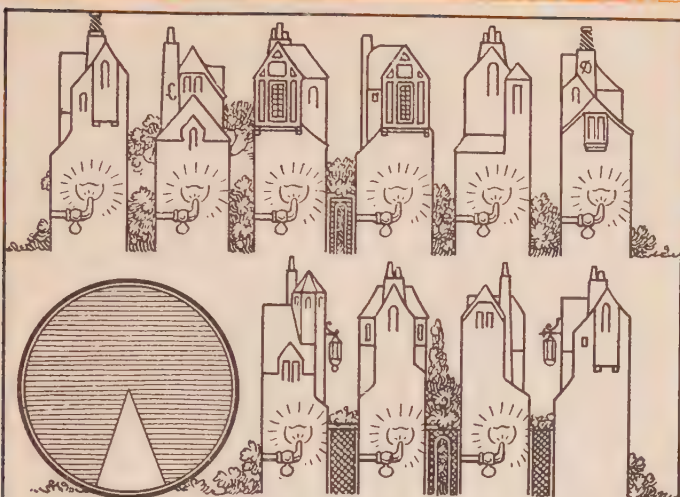
*96% of the Homes Surveyed have GAS
(More than 9 out of 10)*



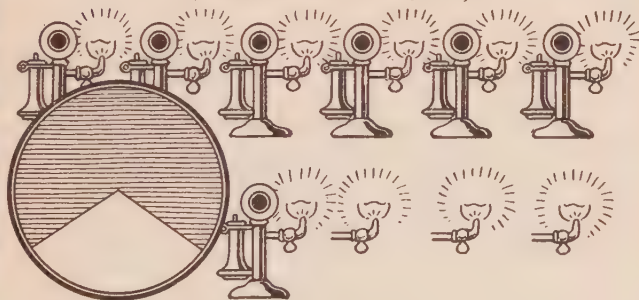
*63% of the Homes having Gas
also have TELEPHONES (6 out of 10)*

G A S in Zanesville Homes

36 CITIES

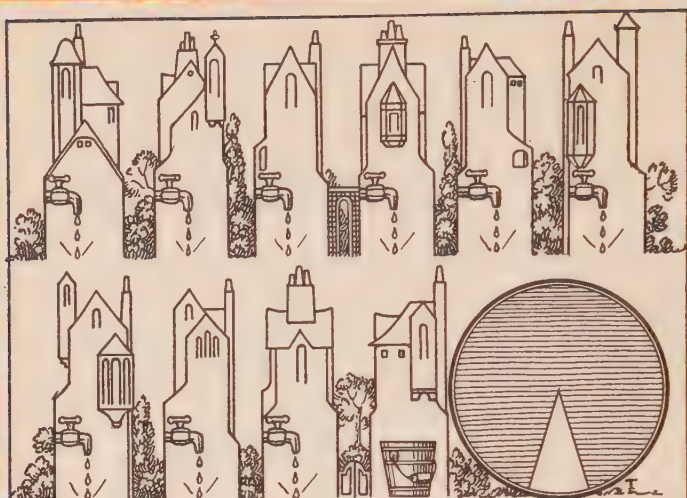


91% of the Homes Surveyed have GAS
(More than 9 out of 10)

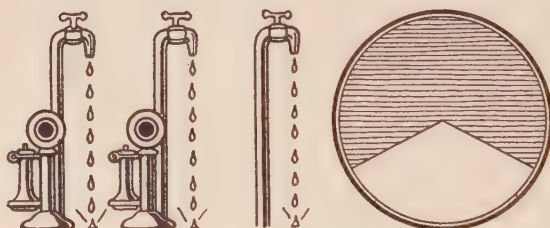


69% of the Homes having Gas
also have TELEPHONES (About 7 out of 10)

GAS
in the Homes of 36 Cities

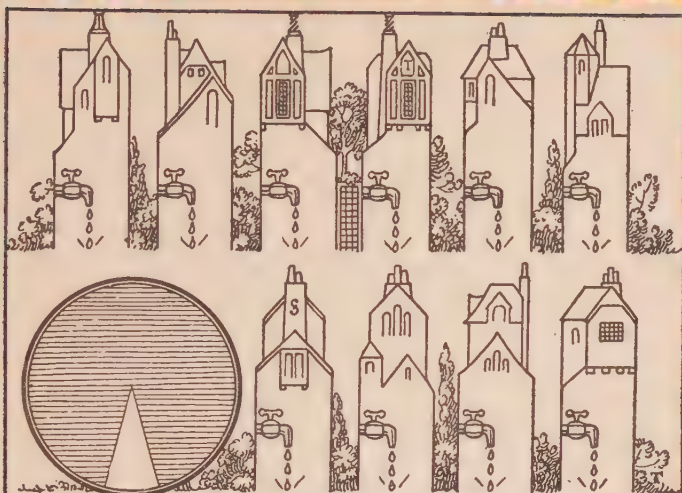


90% of the Homes Surveyed have RUNNING WATER
(9 out of 10)

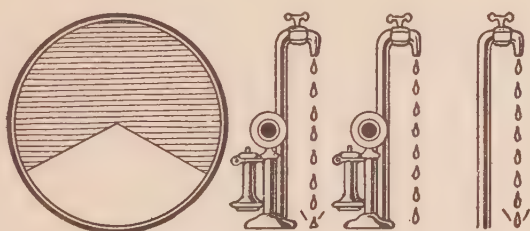


64% of the Homes having Running Water
also have TELEPHONES (About two-thirds)

RUNNING WATER in Zanesville Homes



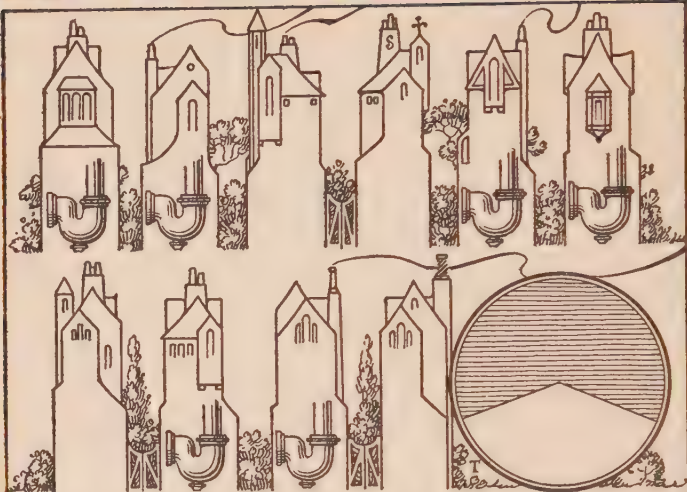
95% of the Homes Surveyed have RUNNING WATER
(More than 9 out of 10)



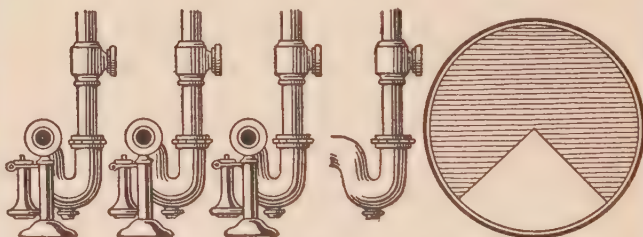
67% of the Homes having Running Water
also have TELEPHONES (More than two-thirds)

RUNNING WATER in the Homes of 36 Cities

ZANESVILLE



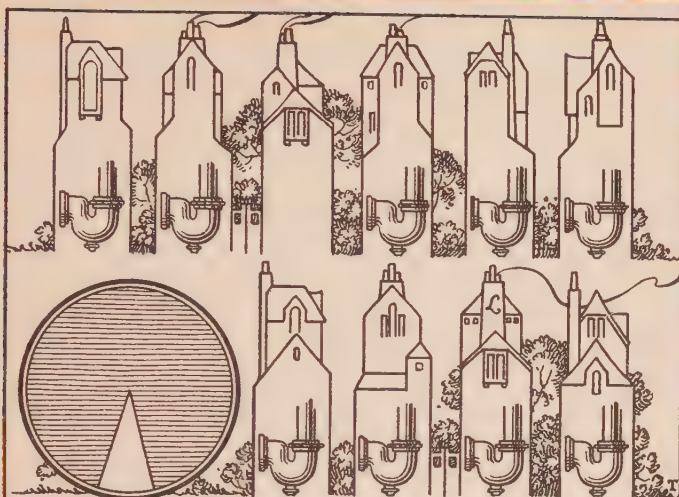
61% of the Homes Surveyed have
PLUMBING SYSTEMS (6 out of 10)



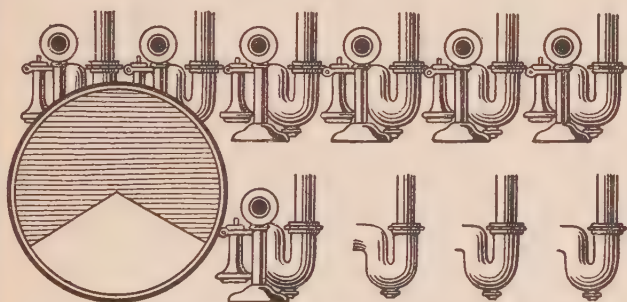
75% of the Plumbing Systems
are in TELEPHONE HOMES (3 out of 4)

PLUMBING in Zanesville Homes

36 CITIES

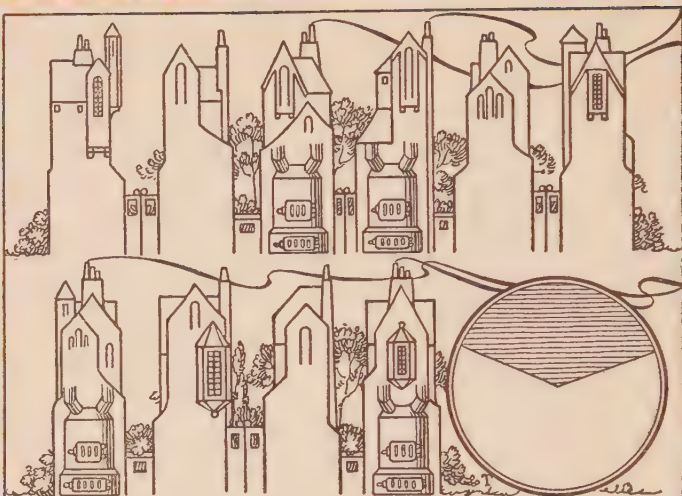


93% of the Homes Surveyed have
PLUMBING SYSTEMS (9 out of 10)

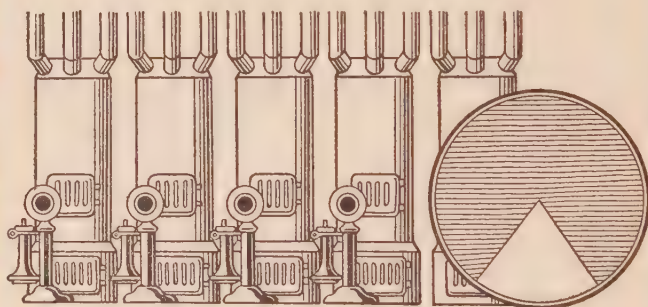


68% of the Plumbing Systems
are in TELEPHONE HOMES (7 out of 10)

PLUMBING
in the Homes of 36 Cities

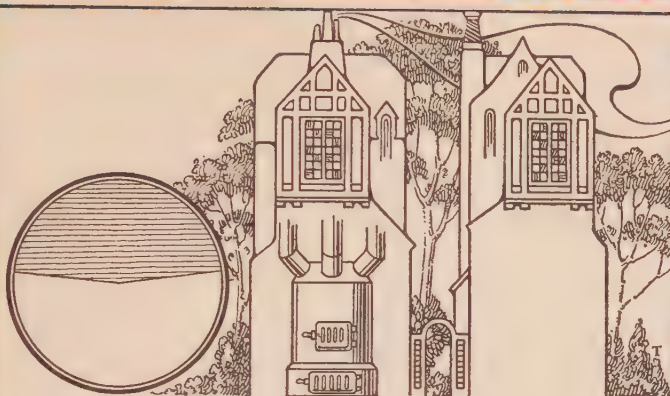


39% of the Homes Surveyed have
HOT AIR FURNACES (4 out of 10)

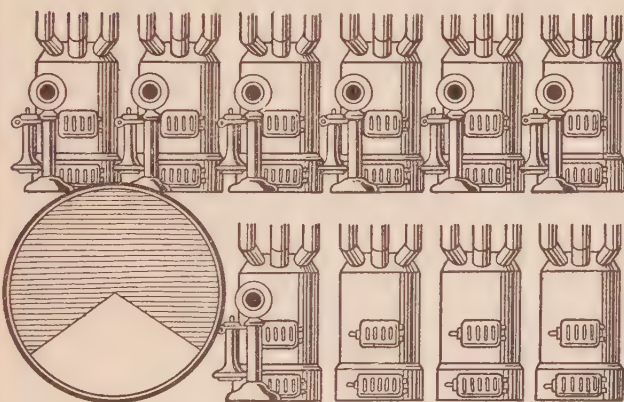


80% of the Hot Air Furnaces
are in TELEPHONE HOMES (4 out of 5)

HOT AIR FURNACES in Zanesville



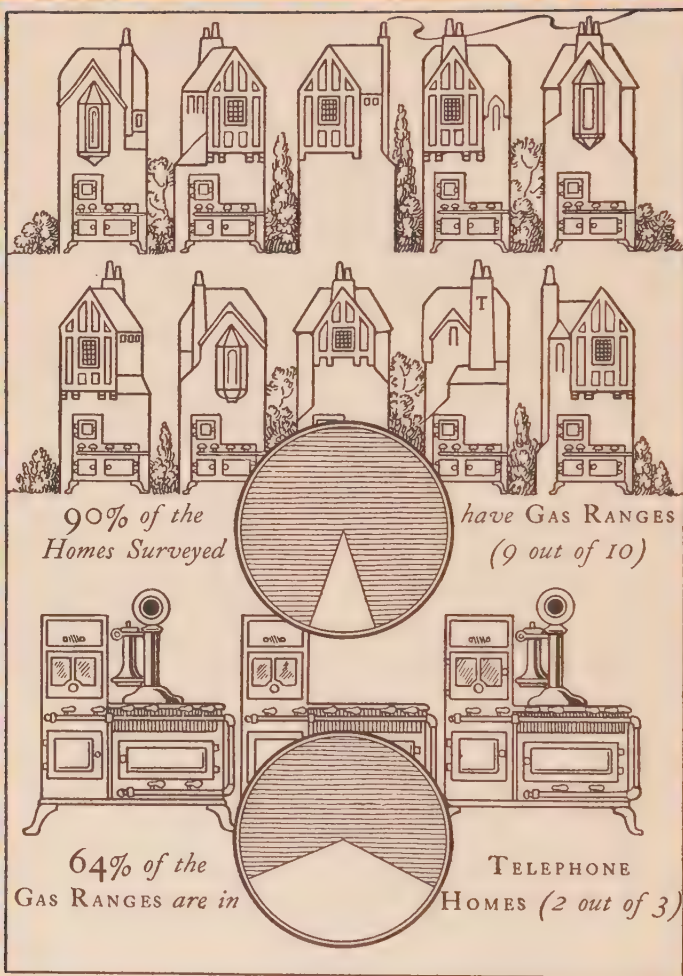
47% of the Homes Surveyed have
HOT AIR FURNACES (*Almost Half*)



70% of the Hot Air Furnaces are in
TELEPHONE HOMES (*7 out of 10*)

HOT AIR FURNACES *in 36 Cities*

ZANESVILLE

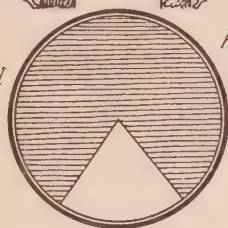


GAS RANGES in Zanesville Homes

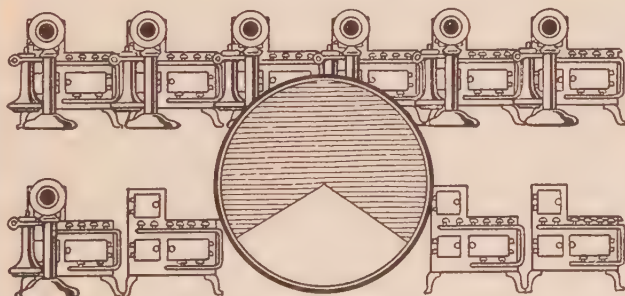
36 CITIES



80% of the
Homes Surveyed



have GAS RANGES
(8 out of 10)

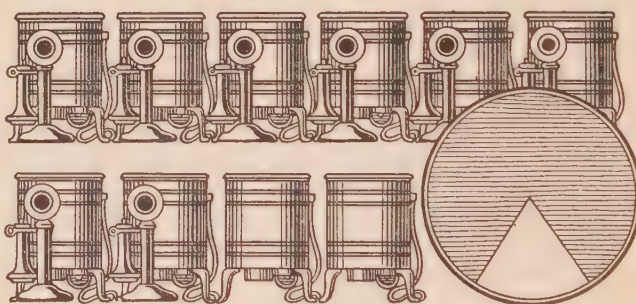


69% of the Gas Ranges are in TELEPHONE HOMES
(7 out of 10)

GAS RANGES
in the Homes of 36 Cities

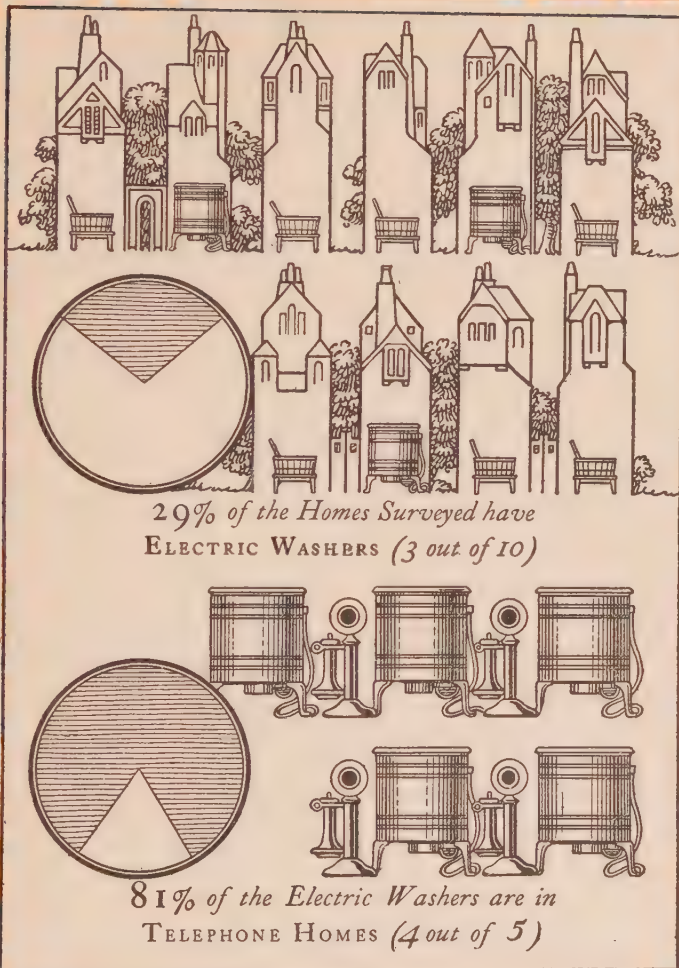


28% of the Homes Surveyed have
ELECTRIC WASHERS (3 out of 10)



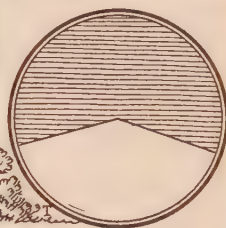
81% of the Electric Washers
are in TELEPHONE HOMES (8 out of 10)

ELECTRIC WASHERS in Zanesville Homes

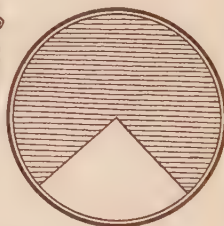
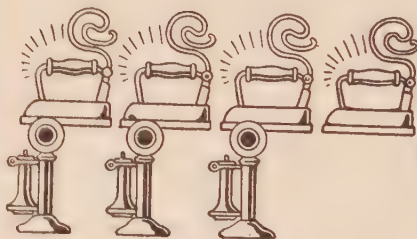


ELECTRIC WASHERS in the Homes of 36 Cities

ZANESVILLE



*59% of the Homes Surveyed have
ELECTRIC IRONS (6 out of 10)*



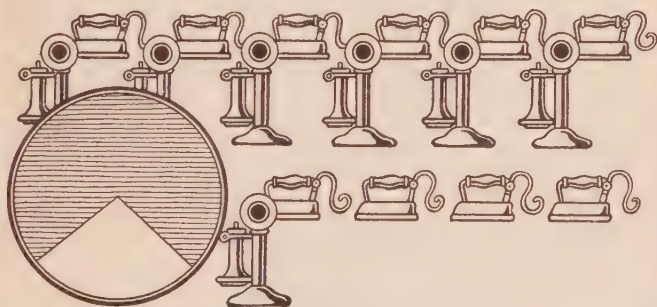
*75% of the Electric Irons
are in TELEPHONE HOMES (3 out of 4)*

ELECTRIC IRONS
in Zanesville Homes

36 CITIES

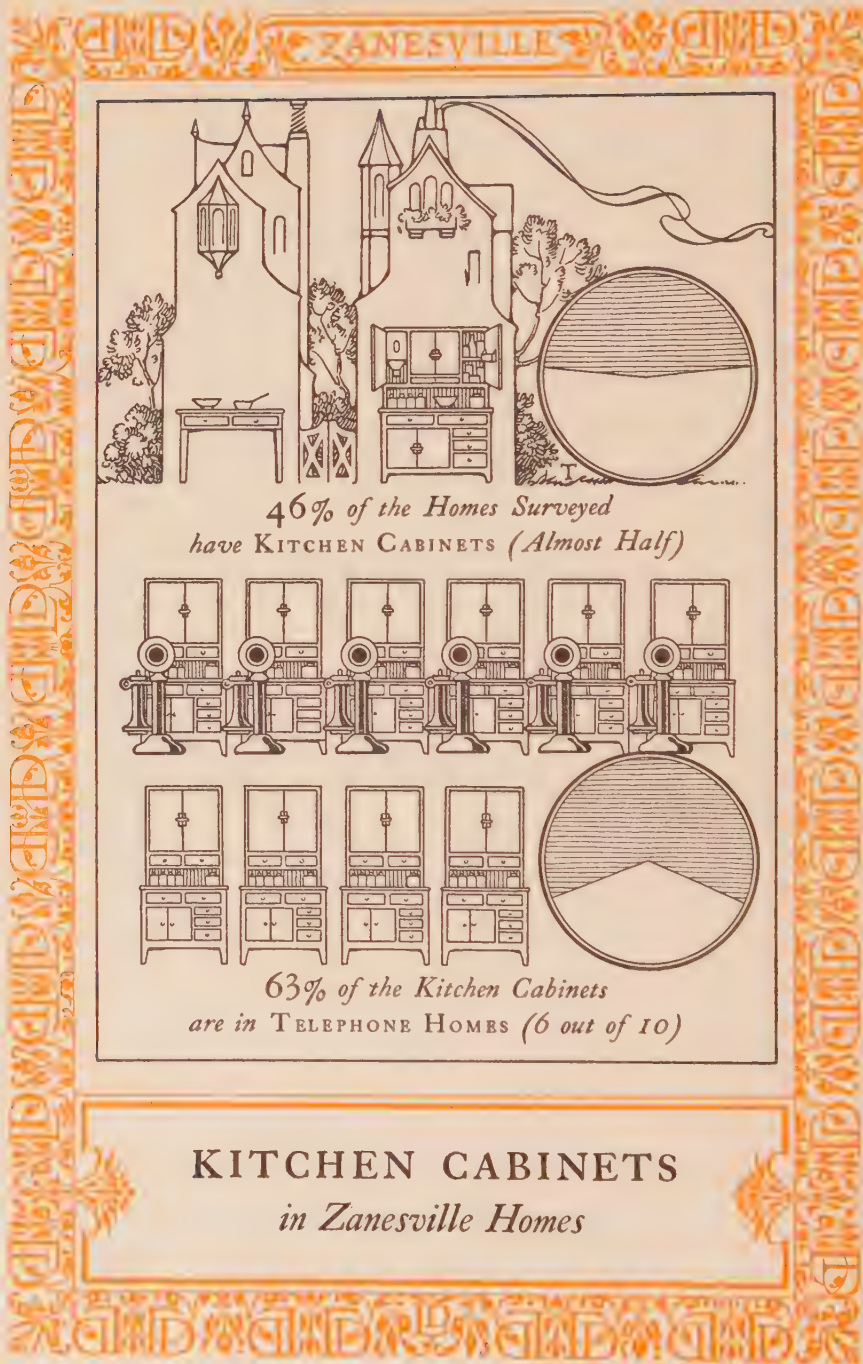


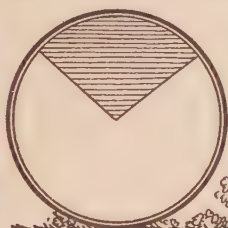
82% of the Homes Surveyed have
ELECTRIC IRONS (8 out of 10)



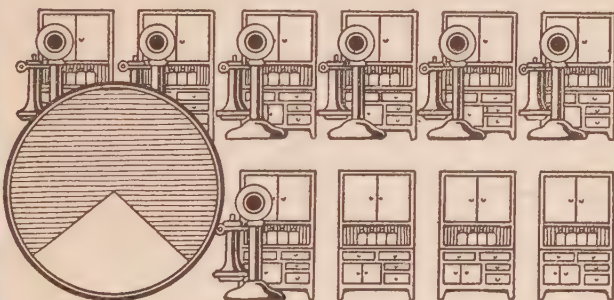
71% of the Electric Irons
are in TELEPHONE HOMES (7 out of 10)

ELECTRIC IRONS
in the Homes of 36 Cities





29% of the Homes Surveyed have
KITCHEN CABINETS (3 out of 10)



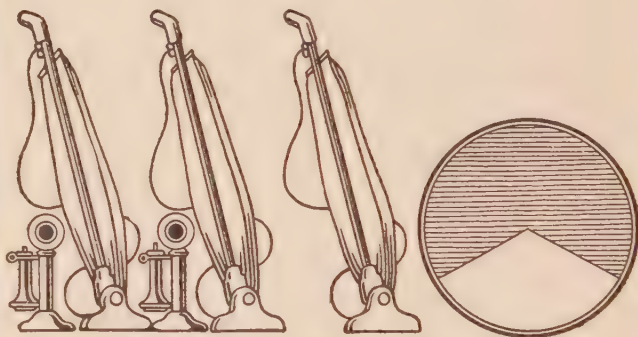
72% of the Kitchen Cabinets
are in TELEPHONE HOMES (7 out of 10)

KITCHEN CABINETS

in the Homes of 36 Cities



53% of the Homes Surveyed have
VACUUM CLEANERS (*More than Half*)



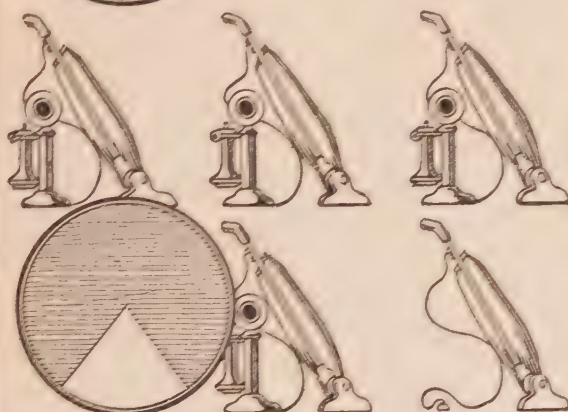
67% of the Vacuum Cleaners are in
TELEPHONE HOMES (*2 out of 3*)

VACUUM CLEANERS *in Zanesville Homes*

36 CITIES

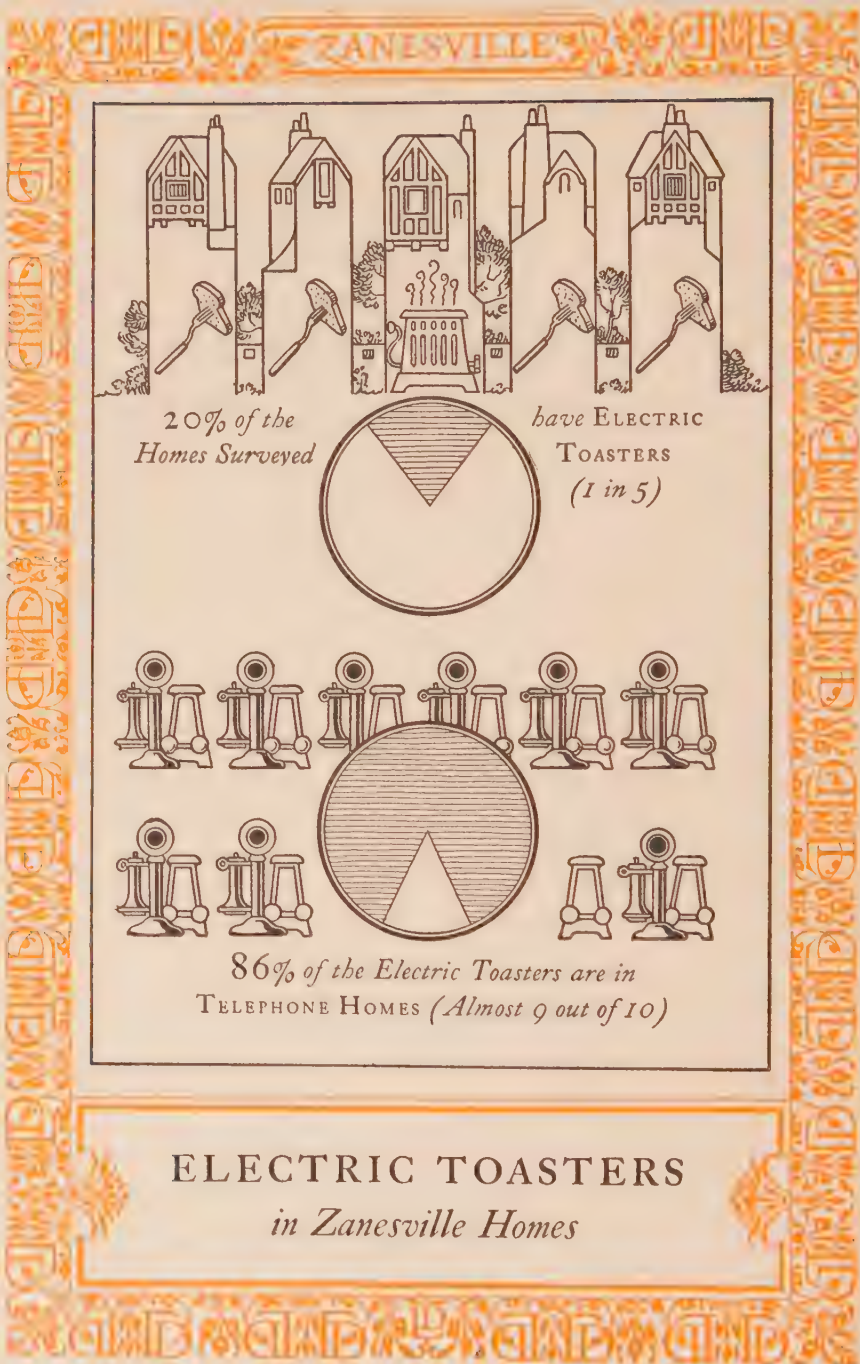


60% of the Homes Surveyed
have VACUUM CLEANERS
(3 out of 5)



79% of the Vacuum Cleaners are in
TELEPHONE HOMES (4 out of 5)

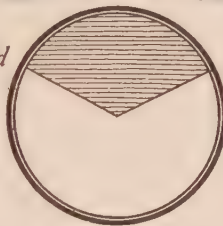
VACUUM CLEANERS
in the Homes of 36 Cities



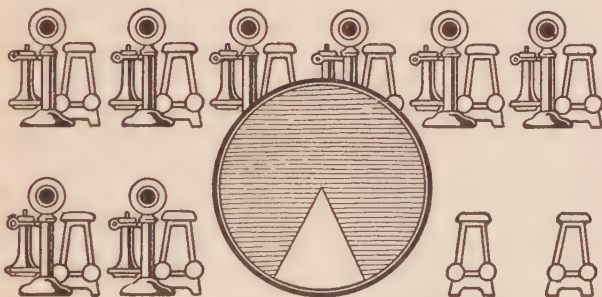
36 CITIES



36% of the
Homes Surveyed



have ELECTRIC
TOASTERS
(More than 1 in 3)



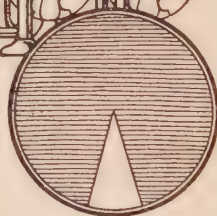
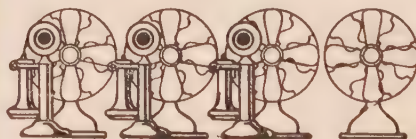
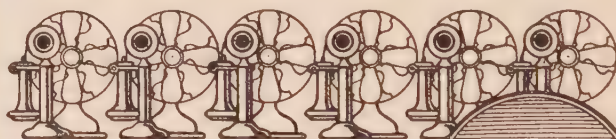
85% of the Electric Toasters are in
TELEPHONE HOMES (More than 8 out of 10)

ELECTRIC TOASTERS in the Homes of 36 Cities

ZANESVILLE



9% of Homes Surveyed have ELECTRIC FANS
(About 1 in 10)



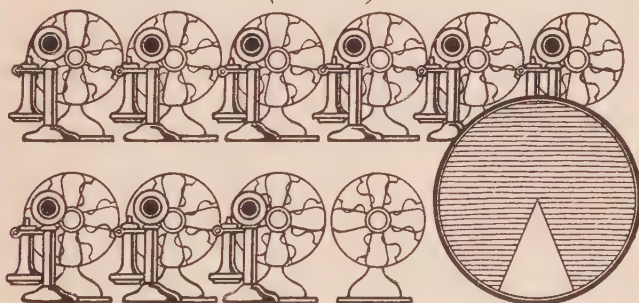
91% of the Electric Fans are in
TELEPHONE HOMES (9 out of 10)

ELECTRIC FANS
used in Zanesville

36 CITIES



19% of Homes Surveyed have ELECTRIC FANS
(2 in 10)



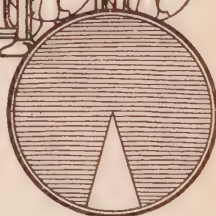
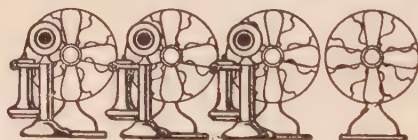
88% of the Electric Fans are in
TELEPHONE HOMES (9 out of 10)

ELECTRIC FANS
used in 36 Cities

ZANESVILLE



9% of Homes Surveyed have ELECTRIC FANS
(About 1 in 10)



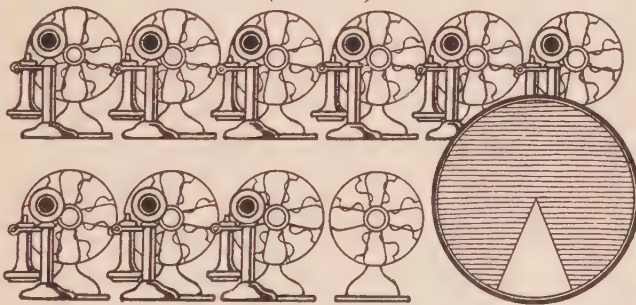
91% of the Electric Fans are in
TELEPHONE HOMES (9 out of 10)

ELECTRIC FANS
used in Zanesville

36 CITIES


















19% of Homes Surveyed have ELECTRIC FANS
(2 in 10)



88% of the Electric Fans are in
TELEPHONE HOMES (9 out of 10)















ELECTRIC FANS
used in 36 Cities

Sun	Mon	Tue	Wed	Thu	Fri	Sat	%
							3
							3
							11
							29
							49
							6

FREQUENCY	Number	Per Cent
DAILY OR OFTENER	146	3.2
EVERY OTHER DAY	154	3.4
TWICE A WEEK	481	10.5
ONCE A WEEK	1303	28.6
LESS THAN ONCE A WEEK	2219	48.5
NEVER	267	5.8
Total	4570	

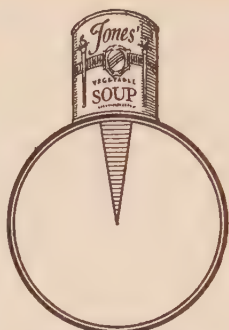
*When SOUP is Served
in Zanesville*

36 CITIES

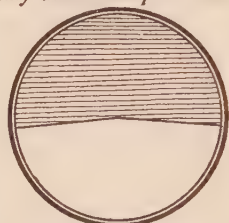
Sun	Mon	Tue	Wed	Thu	Fri	Sat	%
							10
							15
							23
							23
							22
							8

FREQUENCY	Number	Per Cent
DAILY OR OFTENER	621	9.5
EVERY OTHER DAY	974	14.8
TWICE A WEEK	1512	23.0
ONCE A WEEK	1524	23.2
LESS THAN ONCE A WEEK	1411	21.6
NEVER	516	7.9
<i>Total</i>	6558	

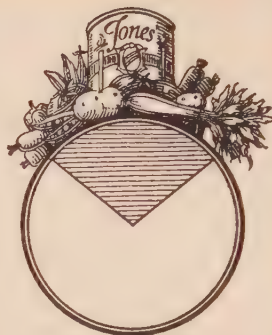
*When SOUP is Served
in 36 Cities*



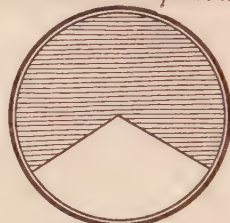
*In 4% of the Homes
only Canned Soup is served*



*55% of these are
TELEPHONE HOMES*



*In 30% of the Homes Canned
and Home-made Soups are served*

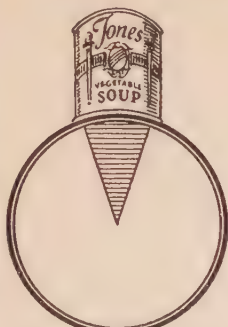


*68% of these are
TELEPHONE HOMES*

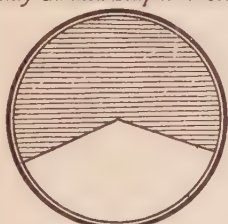
KIND OF SOUP	Number	Per Cent	Telephone Homes Per Cent	Non-Telephone Homes—Per Cent
CANNED ONLY	157	3.7	55.4	44.6
CANNED & HOME-MADE	1311	30.4	68.4	31.6
HOME-MADE ONLY	2835	65.9	58.4	41.6
Total	4303			

The KINDS of SOUP served in Zanesville

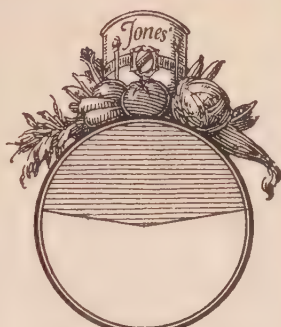
30 CITIES



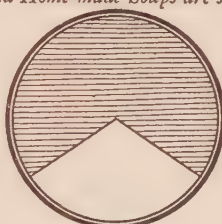
*In 10 % of the Homes
only Canned Soup is served*



*60% of these are
TELEPHONE HOMES*



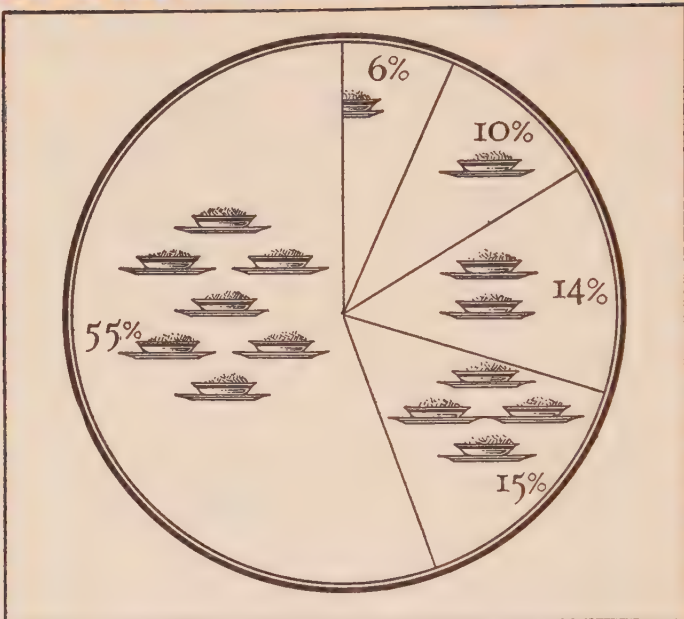
*In 47% of the Homes Canned
and Home-made Soups are served*



*69% of these are
TELEPHONE HOMES*

KIND OF SOUP	Number	Per Cent	Telephone Homes Per Cent	Non-Telephone Homes—Per Cent
CANNED ONLY	632	10.5	60.4	39.6
CANNED & HOME-MADE	2865	47.5	69.1	30.9
HOME-MADE ONLY	2532	42.0	64.8	35.2
<i>Total</i>		6029		

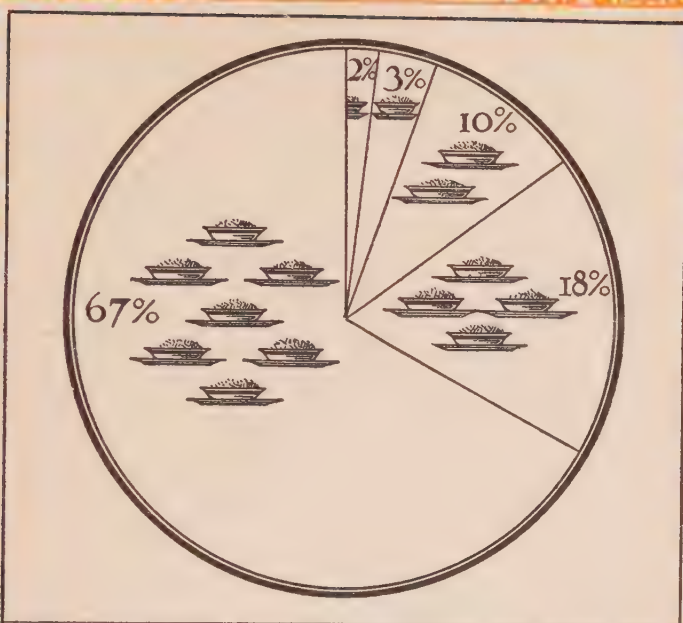
*The KINDS of SOUP
served in 36 Cities*



FREQUENCY	Number	Per Cent	Telephone Homes Per Cent	Non-Telephone Homes—Per Cent
DAILY OR OFTENER	2003	55.3	65.0	35.0
EVERY OTHER DAY	556	15.3	58.0	42.0
TWICE A WEEK	500	13.8	58.4	41.6
ONCE A WEEK	339	9.4	62.5	37.5
LESS THAN ONCE A WEEK	226	6.2	63.7	36.3
Total	3624			

When **PACKAGE CEREALS**
are served in Zanesville

36 CITIES



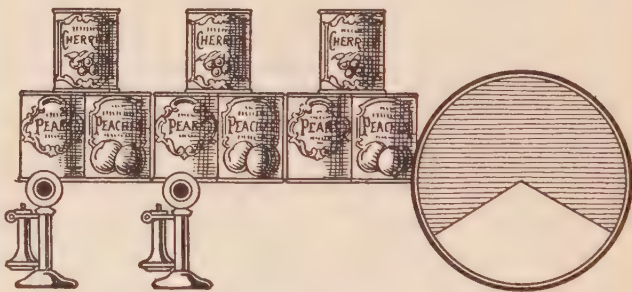
FREQUENCY	Number	Per Cent	Telephone Homes Per Cent	Non-Telephone Homes—Per Cent
DAILY OR OFTENER	3446	67.5	72.1	27.9
EVERY OTHER DAY	898	17.6	62.7	37.3
TWICE A WEEK	492	9.6	63.8	36.2
ONCE A WEEK	166	3.3	66.8	33.2
LESS THAN ONCE A WEEK	103	2.0	64.1	35.9
Total	5105			

When **PACKAGE CEREALS**
are served in 36 Cities

ZANESVILLE



*In 48% of the Homes Surveyed
CANNED FRUITS are used (one-half)*



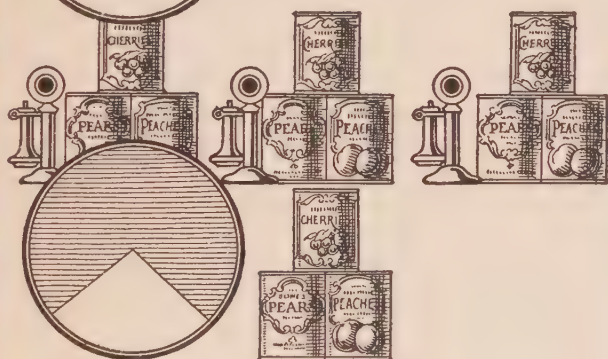
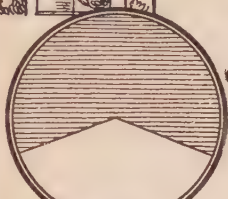
*67% of these are TELEPHONE HOMES
(2 out of 3)*

CANNED FRUITS
used in Zanesville

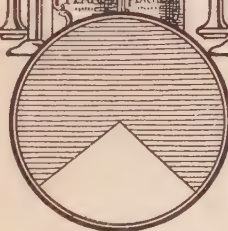
36 CITIES



*In 61% of the Homes Surveyed
CANNED FRUITS are used (3 out of 5)*

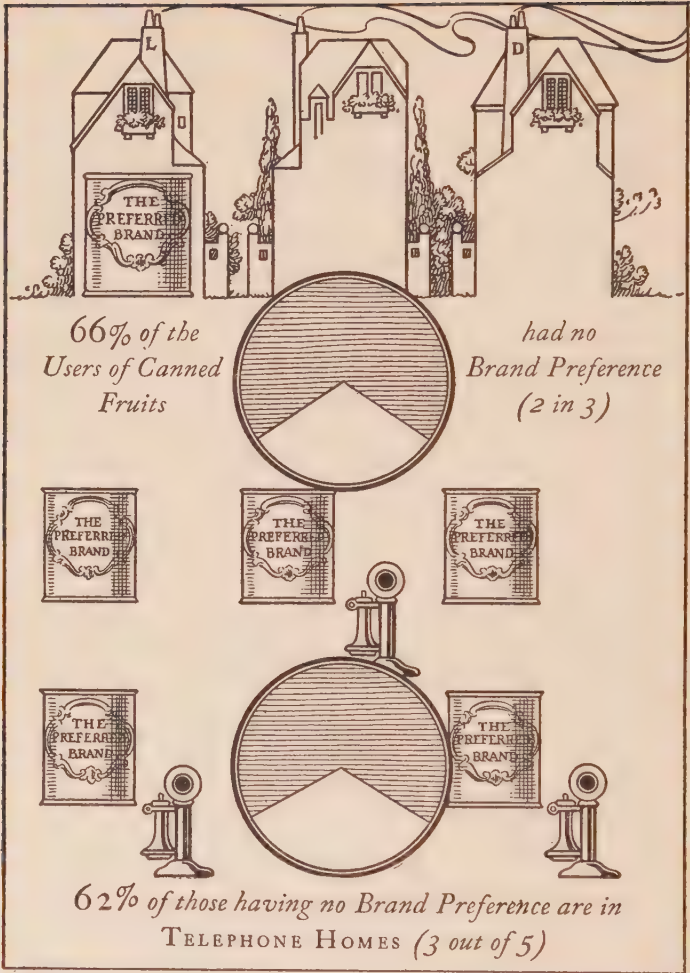


*73% of these are TELEPHONE HOMES
(3 out of 4)*



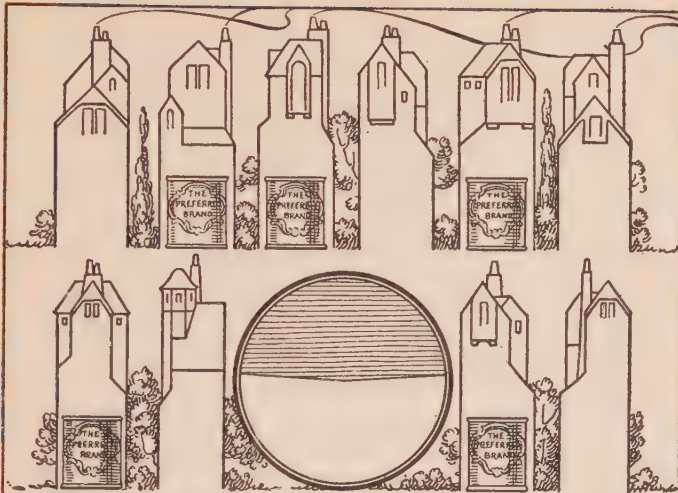
CANNED FRUITS

used in 36 Cities

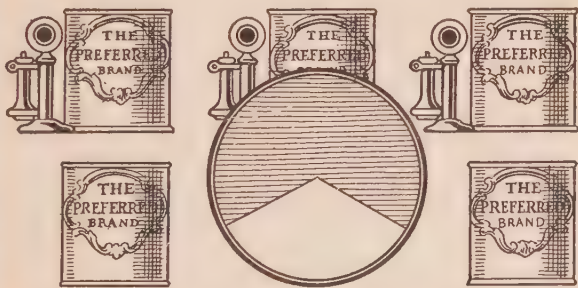


USERS OF CANNED FRUITS
in Zanesville
Who have no Brand Preference

IN 36 CITIES



*48% of the Users of Canned Fruits
had no Brand Preference (Almost half)*



*62% of those having no Brand Preference are in
TELEPHONE HOMES (3 out of 5)*

USERS OF CANNED FRUITS
in 36 Cities
Who have no Brand Preference

ZANESVILLE



NO. OF CARS	Number	Per Cent	Telephone Homes Per Cent	Non-Telephone Homes—Per Cent
NONE	2262	49.2		
ONE CAR	2203	48.0	67.5	32.5
TWO CARS	107	2.3	89.7	10.3
THREE OR MORE	24	0.5	91.7	8.3
<i>Average Number of Cars per 100 Homes</i>	54.4		62.1	42.0

PRICE OF CAR				
\$1,000 OR UNDER	1279	54.8	59.3	40.7
\$1,000 - \$1,400	486	20.8	75.5	24.5
\$1,400 - \$2,400	500	21.4	83.4	16.6
\$2,400 - \$3,000	51	2.2	92.2	7.8
\$3,000 OR OVER	18	0.8	88.9	11.1
<i>Total Automobile Owners</i>	2334			

AUTOMOBILES in Zanesville

36 CITIES

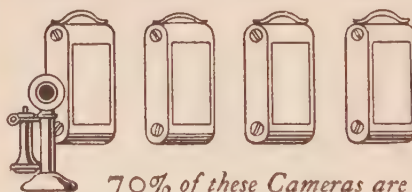
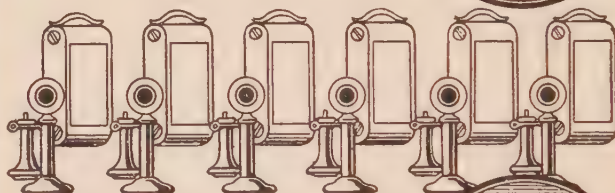
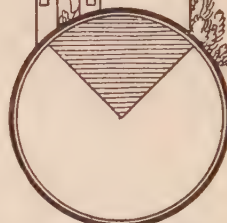


NO. OF CARS	Number	Per Cent	Telephone Homes Per Cent	Non-Telephone Homes—Per Cent
NONE	2693	40.6		
ONE CAR	3507	52.9	75.0	25.0
TWO CARS	372	5.6	89.8	10.2
THREE OR MORE	61	0.9	98.4	1.6
<i>Average Number of Cars per 100 Homes</i>	66.7		78.1	43.8
PRICE OF CAR				
\$1,000 OR UNDER	1690	43.2	63.3	36.7
\$1,000 - \$1,400	773	19.7	80.3	19.7
\$1,400 - \$2,400	1071	27.3	88.6	11.4
\$2,400 - \$3,000	260	6.6	93.8	6.2
\$3,000 OR OVER	124	3.2	97.6	2.4
<i>Total Automobile Owners</i>	3918			

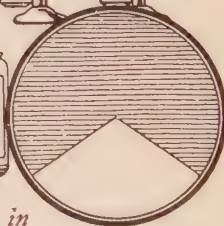
AUTOMOBILES in 36 Cities



*In 25% of the Homes Surveyed
CAMERAS are Owned (1 in 4)*



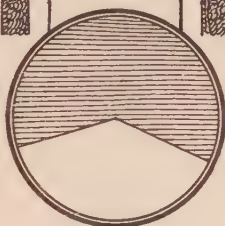
*70% of these Cameras are in
TELEPHONE HOMES (7 out of 10)*



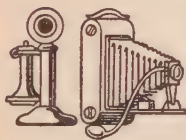
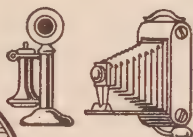
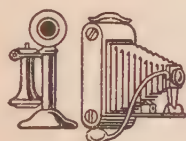
CAMERAS *in Zanesville*



*In 35% of the
Homes Surveyed*



*Cameras are
Owned (1 in 3)*

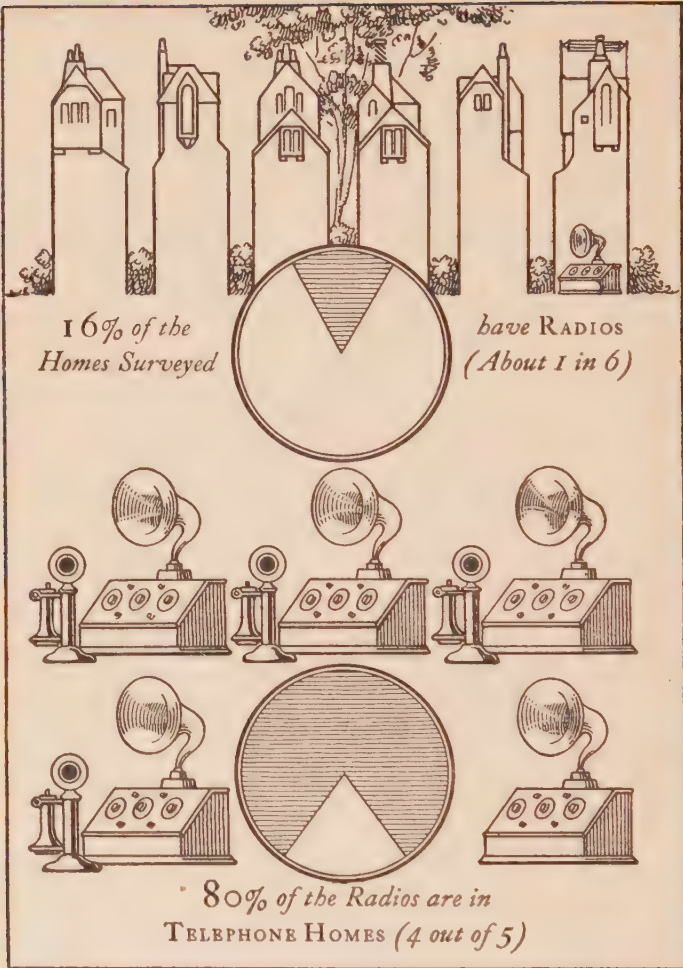


*77% of these Cameras are in
TELEPHONE HOMES (3 out of 4)*

CAMERAS

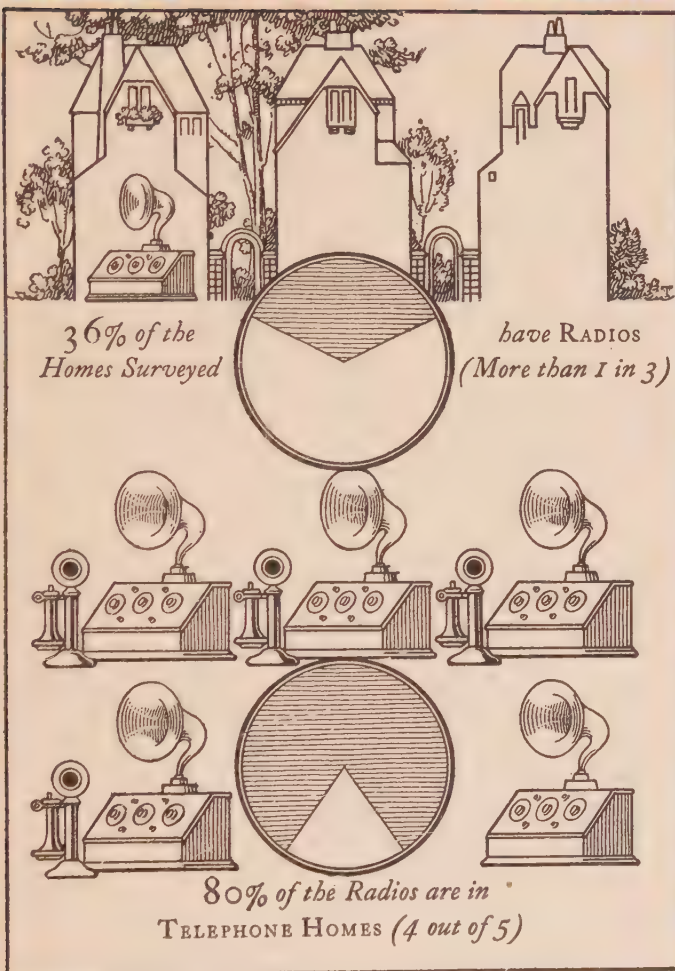
in 36 Cities

ZANESVILLE



RADIOS in Zanesville

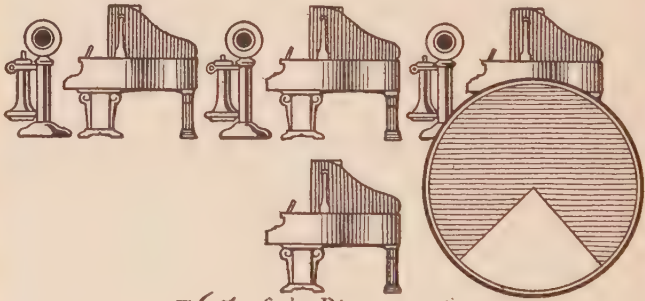
36 CITIES



RADIOS in 36 Cities



43% of the Homes Surveyed have
PIANOS (4 out of 10)

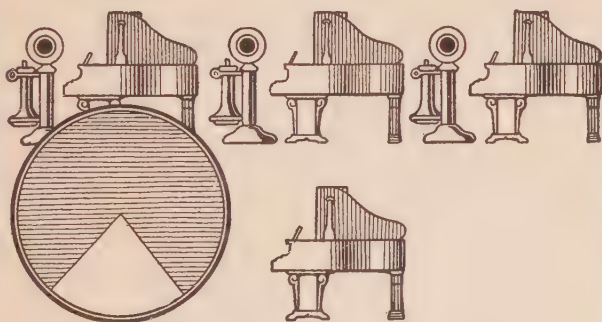


76% of the Pianos are in
TELEPHONE HOMES (3 out of 4)

PIANOS in Zanesville Homes



51% of the Homes Surveyed have
PIANOS (More than Half)



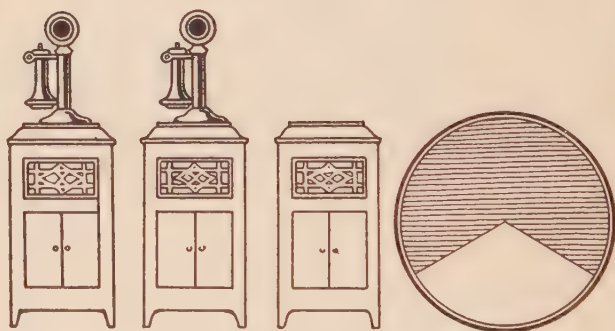
77% of the Pianos are in
TELEPHONE HOMES (3 out of 4)

PIANOS
in the Homes of 36 Cities

ZANESVILLE



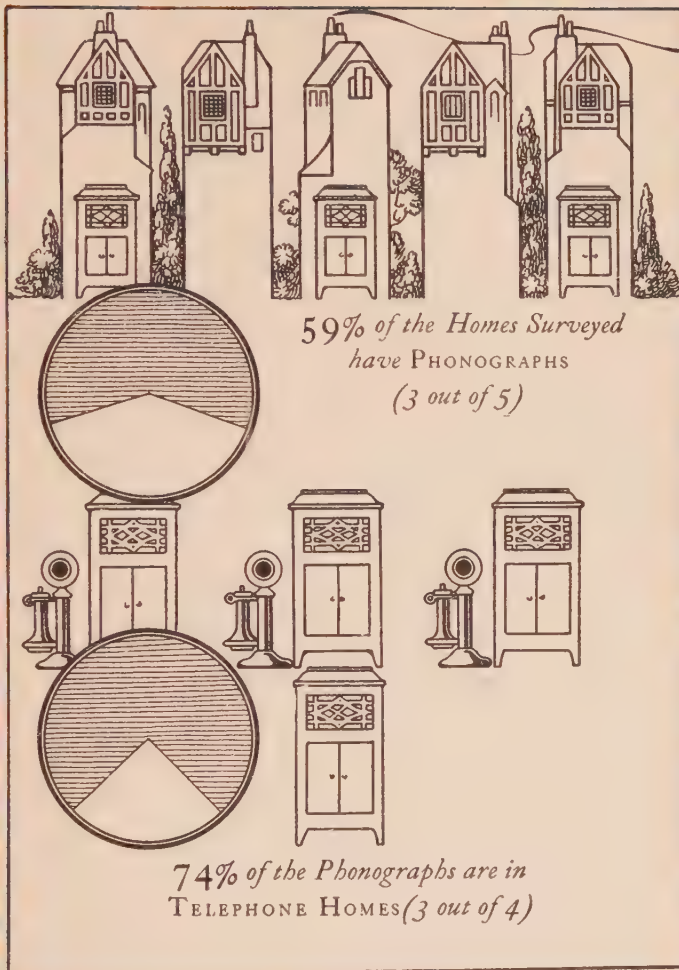
54% of the Homes Surveyed have
PHONOGRAPHS (*More than Half*)



67% of the Phonographs are in
TELEPHONE HOMES (*2 out of 3*)

PHONOGRAPHS *in Zanesville*

36 CITIES



PHONOGRAPHS in 36 Cities

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ZANESVILLE

and 36 other

American Communities

A STUDY OF MARKETS AND
OF THE TELEPHONE AS A
MARKET INDEX

THIS book contains the results of personal interviews in 11,232 homes—in Zanesville, Ohio, and in 36 other cities of the United States. The purpose of these visits, made under the direction of an independent research organization, was to present an analysis of *the average American home*.

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